

# Plain Talks

JULY 1952





# Is it time for another Declaration of Independence?

The men who wrote the first one struggled to put new ideas into simple words. Humbly, they tried to set down clearly certain rights of man that could be called Godgiven, and hard-to-say things of a spiritual nature—truth, equality, freedom.

And the words came alive, and the ideas shone clear. The idea that each man is more important than his government; his spiritual strength more lasting than his armies; his independence more precious than his security.

Upon these ideas, a nation grew great.

There are always people who fear such ideas—even today, even in America. These people feel that man cannot be trusted with his destiny. They are working to make government the master—instead of the servant—of the people.

Their distrust of the individual has spread frighteningly in the past few years.

It can be stopped by ideas—the same ideas spelled out in the Declaration of Independence.

Maybe it's time for all of us, privately and in public, to declare once again our independence—to speak up for freedom, and against anything that threatens it.

*The trend toward more and more government controls is a threat to every business, every family, every individual.*

## GULF STATES UTILITIES COMPANY

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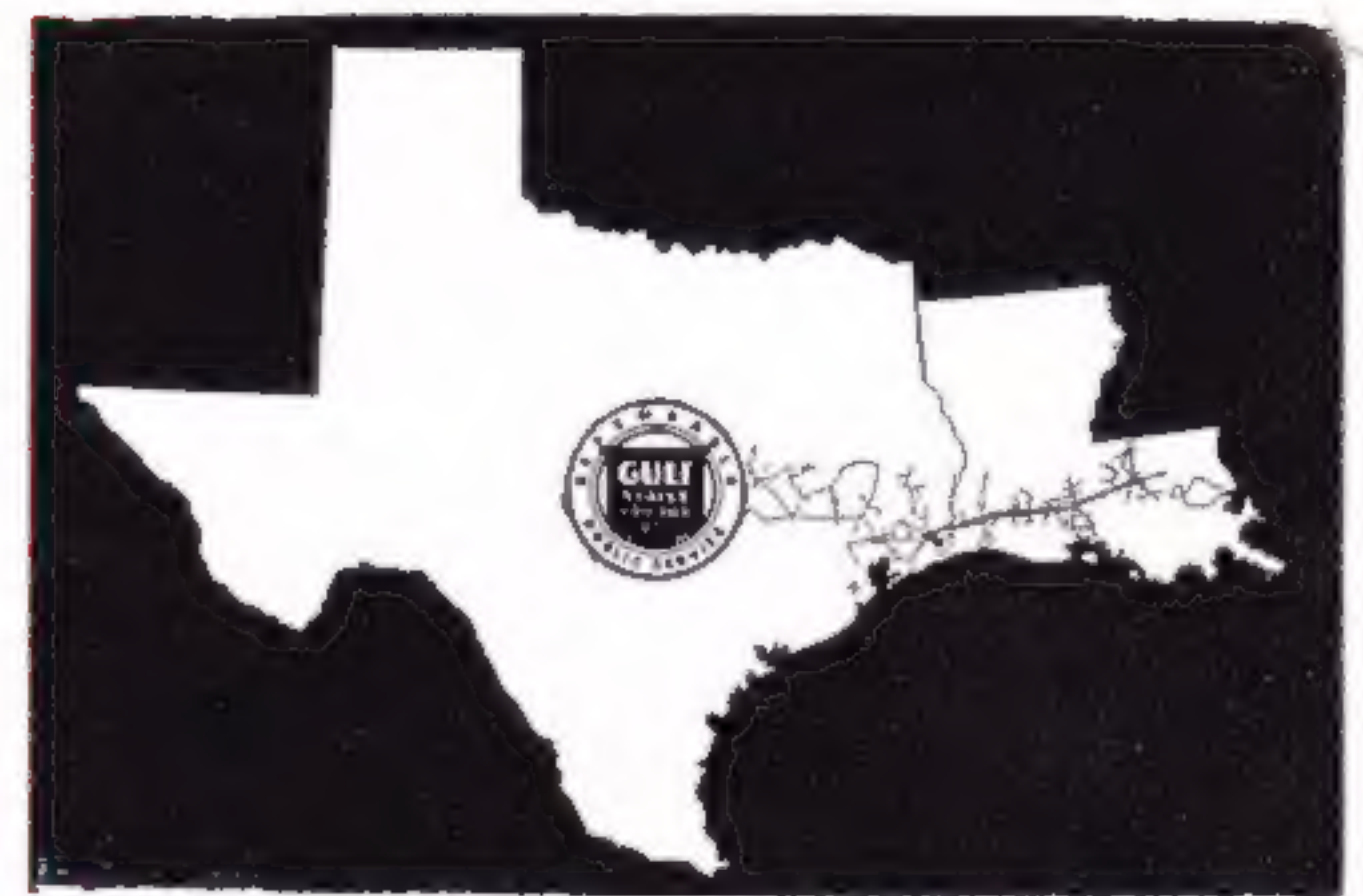
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## PLAIN TALKS



*A magazine for employees of  
Gulf States Utilities Company*

Vol. 30, No. 6

July, 1952

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### OUR COVER

Fast becoming one of the more popular methods of beating the heat this Summer is the portable, plastic yard swimming pool for children, shown on this month's cover being put to excellent use by 15-month old Michael Turner, son of Jim Turner of the Baton Rouge advertising department and Plain Talks staff. While Mike was refreshing himself with a cooling dip in the (borrowed) Little Folks pool, his dad was sweating profusely. The reason: Mike wasn't going to be too happy when the time came to return the pool to the shop.





## Department Heads View GSU 'Service Plus'



Ordinarily, when Louisiana department heads get together in Baton Rouge for their monthly meeting to discuss company problems and affairs, their session takes place at the Heidelberg Hotel, which offers adequate facilities for such gatherings.

But, something new was added in June.

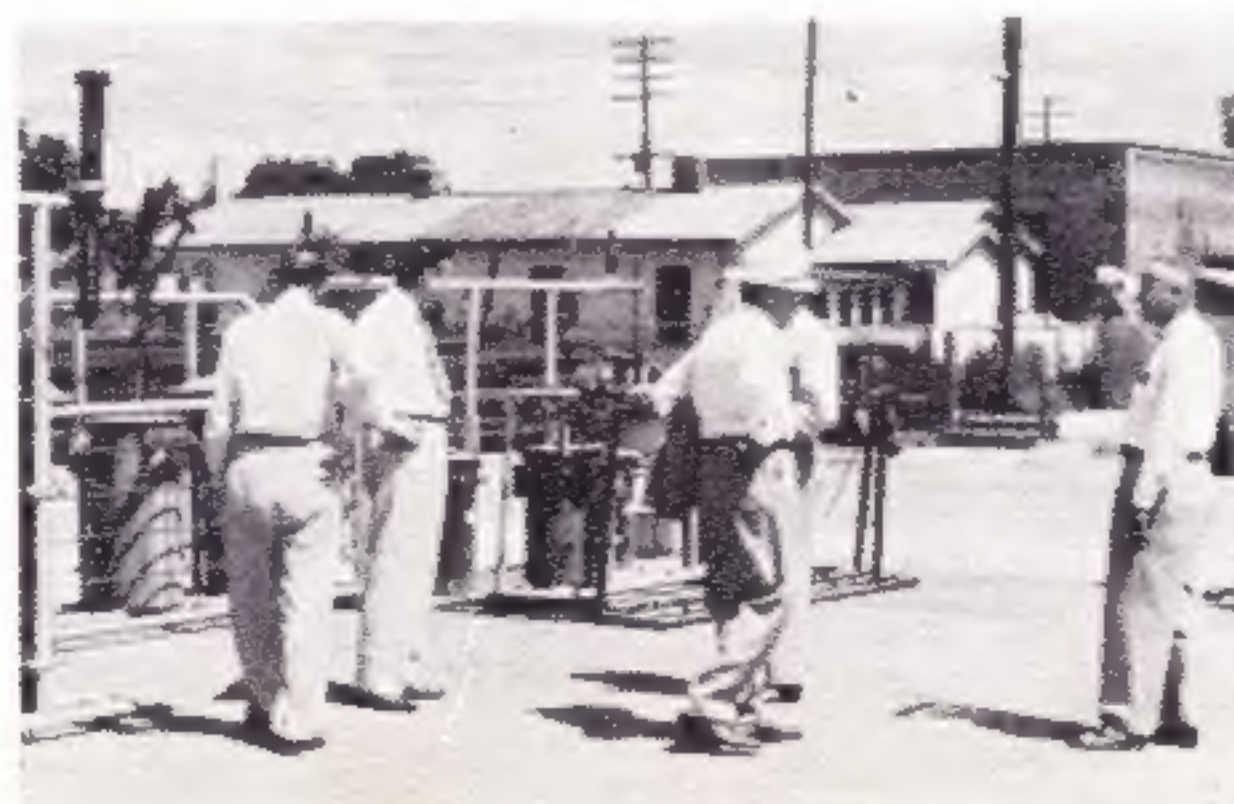
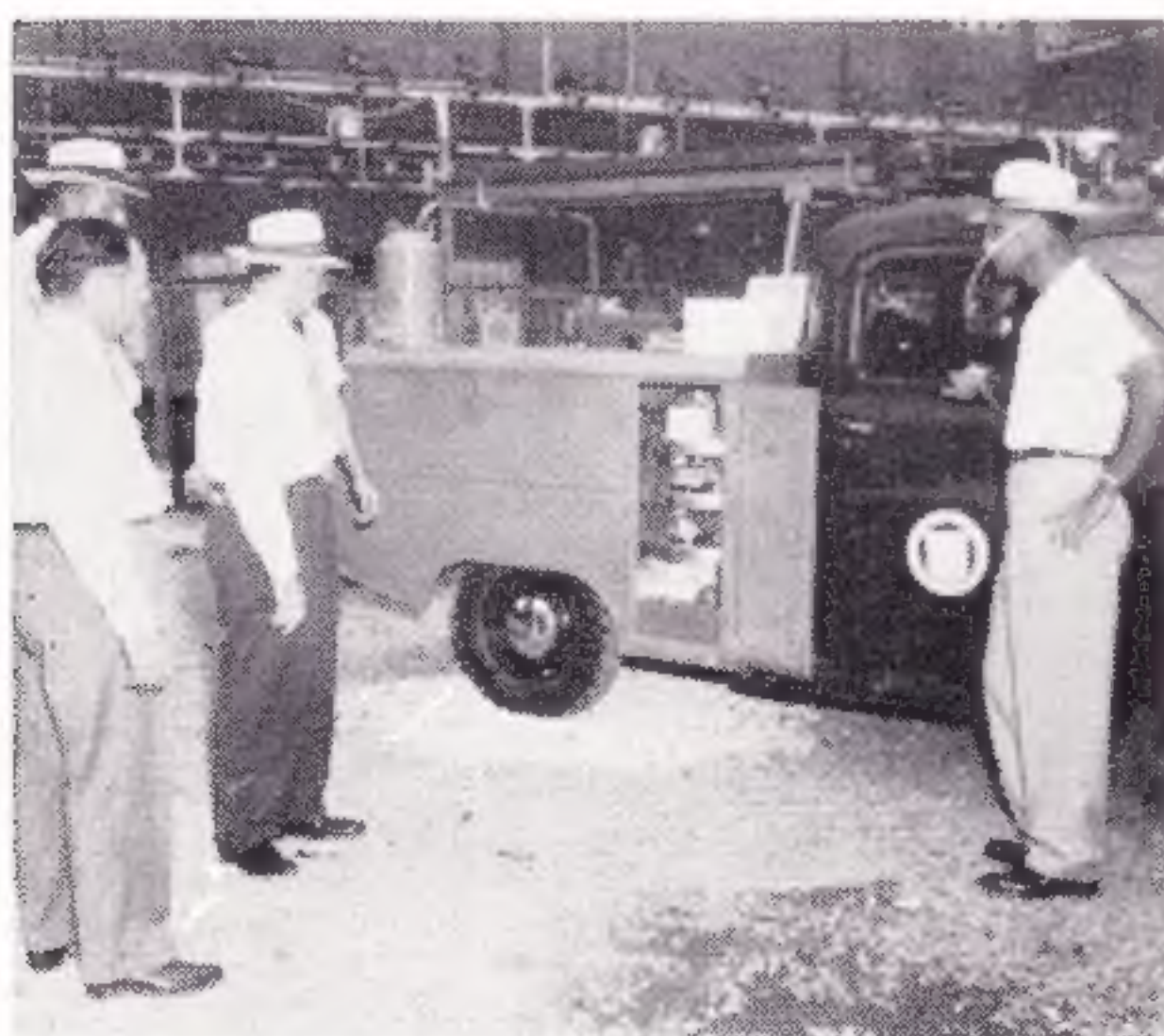
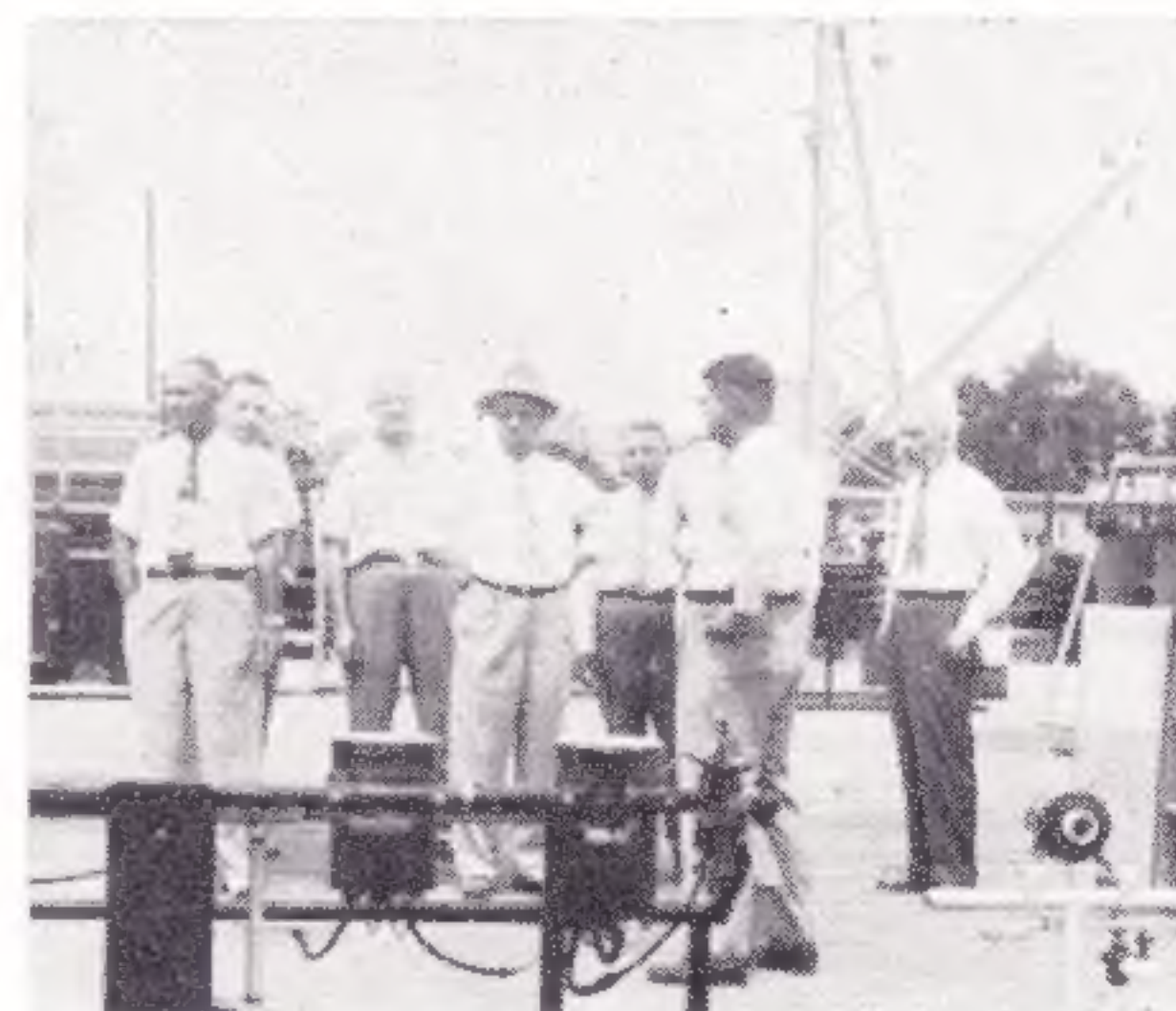
Government street service center assumed the role of host for the day, and out-of-town, as well as heads of several Baton Rouge departments were given what for many was their first opportunity to inspect, first hand, modern machinery and methods employed at the center.

Timed to the minute and beginning promptly at 9:30 a.m., the morning of June 24 went as follows:

Visiting department heads arrived at the service center parking area and there were assigned, in groups of six, to supervisors from the T & D and Gas Departments who conducted them around the service area, pointing out interesting features and explaining every phase of center activity. Each piece of equipment bore a neatly lettered card which told the part that equipment played in the general operation.

By 10:30 a.m., the tours were completed, and everyone assembled in the spacious safety room. Here, the department heads heard monthly operational reports and then were treated to some brief, well-prepared talks, which were illustrated by photographic slides, scale models of buildings and actual equipment.

(Please turn to Page 11)





**F. G. "Red" Hornsby**, operations supervisor in the Baton Rouge Division, has been appointed a "colonel" on the staff of Louisiana's new Governor Robert Kennon. Plain Talks extends congratulations to Red in his latest "political" venture.

## gulf staters in the news

**Henry LeVois**, Beaumont, newly-appointed superintendent of industrial sales, system, has been elected to membership in the Honor Society of Phi Kappa Phi, installed this year at Southwestern Louisiana Institute, Lafayette. He was notified of the honor by Joel L. Fletcher, college president, and Willis F. Ducrest, S. L. I. president of the honorary society, who wrote that members of the faculty and alumni are chosen who "have demonstrated in an outstanding manner those attributes of character and attainment which the society honors."

**C. Frank Contois**, sales manager of the Baton Rouge Division, was selected to receive the Honorary State Farmer Degree during the 23rd Annual Convention of the Louisiana Association of Future Farmers of America held at Louisiana State University, June 2 - 6. The degree, highest awarded by the state association, was presented to Mr. Contois on the evening of June 3.

Vice-President **L. F. Riegel** of Beaumont was elected a 1952-53 director of the Beaumont Club at their annual membership meeting, and he's one of the club's four new board-members. Mr. Riegel's name also appears on the charter of the newly-organized United Appeals group which has been mailed to Austin for state approval. He will serve as vice-chairman of the board of trustees.

**James S. Turner**, assistant advertising director, has been elected a member of the publicity committee of the Greater Baton Rouge Port Association. Mr. Turner is presently serving as a member of the publicity committee of the Community Chest and has accepted a similar responsibility with the proposed United Giver Fund, if adopted in Baton Rouge.

From Port Arthur comes word that **J. B. Hodge**, Gulf States manager of that district, has been chosen co-chairman of the South Jefferson County American Red Cross chapter for 1952-53 at a meeting late last month. Mr. Hodge served as campaign chairman for Port Arthur and also South Jefferson County in 1950-51.

Mr. Hodge was also elected one of the trustees of the newly formed Greater Port Arthur United Fund at a meeting held July 7.

**James A. Stelly**, lighting engineer in the Baton Rouge division, addressed the Southwest Section of the International Municipal Signal Association members on June 12 at Alexandria, Louisiana. Subject of his talk was "Street Lighting." A copy of his address will be incorporated in the official magazine of the IMSA, the Municipal Signal Engineer.

Publicity chairman for the 1953 United Appeals fund-raising campaign in Beaumont will be **Kenneth E. Sutton**, advertising director, it was disclosed by C. R. Dollinger, general campaign chairman, at a shrimp supper for press and radio men. Mr. Sutton previously has been in the forefront of many Beaumont Red Cross and Community Chest campaigns.

An all expenses paid trip to Chicago the latter part of June as guest of Don McNeil's Breakfast Club was won by **Miss Fannie "Seetsie" Spillman**, customers' accounts, Baton Rouge. The contest, sponsored by Swift and Company, was handled locally by the Capitol Stores.

Members of the Orange County Chapter of Red Cross honored Superintendent **C. H. Meeks** recently by electing him chairman of the Board of Directors. Chief Meeks only recently completed serving as president of the Orange Chamber of Commerce. Congratulations!

**E. A. Werner**, system personnel director, is receiving congratulations this Summer on the excellent results achieved in the Chamber of Commerce membership Drive, which at this writing has brought in 106 new members out of 278 contacted. Mr. Werner is the 1952 vice-president of the local chamber, and heads the annual drive for new members.

**Miss Betty Jordan**, Baton Rouge customers accounts, was recently selected as one of eight Baton Rouge beauties to reign as queen for a night at a baseball festival.

**Charlie Waller**, superintendent at Corrigan, has been named chairman of the Health and Sanitation Committee of the Chamber of Commerce for 1952.

**Lloyd Brannan**, superintendent of the Silsbee district, was installed as president of the Silsbee Chamber of Commerce at the organization's annual meeting held recently.

Superintendent **A. C. Handley, Jr.** of our Nederland-Port Neches operations was elected a director of the Mid-County Junior Chamber of Commerce at a recent meeting.

Ordinarily Plain Talks reports occasions when some member of the organization is inducted into some civic office and ignores retirement from office. However, we think an exception should be made in the case of **E. L. Robinson**, Manager of the Beaumont Division. When Mr. Robinson retired recently as president of the Beaumont Rotary Club, he played his own swan song on his trusty harmonica, accompanying himself on a zither. As his GSU friends know, Mr. Robinson has long been regarded as an expert harmonica player and has performed at many company affairs.

**Mary Lilyerstrom**, secretary to the treasurer at Beaumont, recently attended the national convention of Business and Professional Women's clubs at Boston, where she led the convention devotional observance and served on the election board for the national organization. Miss Lilyerstrom, a native of Sweden, found time to enjoy a dinner with the Swedish delegation to the convention. More than 2,000 delegates from 19 nations participated.

The longtime Gulf States employee has received a surprise honor from friends in another of her many fields of interest — when she entered her office the other day, she found that something new had been added during the night. It was a handsome bronze-and-mohogany trophy, the gift of the Beaumont Music Commission in recognition of Mary Lil's 22 years as the organization's secretary-treasurer. Ever since June, 1930, she has kept books for the commission, and since 1934, when the artist series was begun, she has paid the big name stars appearing at Beaumont under the commission's aegis.

She figures she has checked out close to \$100,000 in artists' fees and expenses during her tenure. "I've been in office even longer than the Democrats," she chuckles.



# "4 in 1" Campaign Rolls Along

Four-in-One Campaign figures are showing favorable results on range and waterheater sales over the system on the annual basis, also. Sales of these two appliances have passed the 2,200 mark since January 1, with Navasota Division in the lead and Lake Charles and Beaumont Divisions second and third, respectively.

Again this month, the Navasota Division is holding the coveted Nelson Trophy for kwh gained per home customer, while it was the privilege of the Port Arthur Division to return to Baton Rouge the very unwanted "Weeping Veep" for being low division on the totem pole of kwh gained.

Reports at press-time show that Navasota, Beaumont and Lake Charles divisions have exceeded campaign quotas.

The Navasota Division of Gulf States is in the lead of the major Four-in-One Campaign on ranges, water heaters,

food freezers and room air conditioners, with reports showing this division has reached 85 percent of its quota by June 25. Overall results show that 65.34 percent of the system's quota of 5,000 units has been made, or a total of 3,267 combined sales of these four units.

The Beaumont and Lake Charles Divisions are running neck and neck for second place in the campaign, with Beaumont nosing out a mere half of one percent over Lake Charles' 70.31 percent of its quota. The Port Arthur Division ranks next among division sales with 59.23 percent of its quota, and last is the Baton Rouge Division with 44.89 percent.

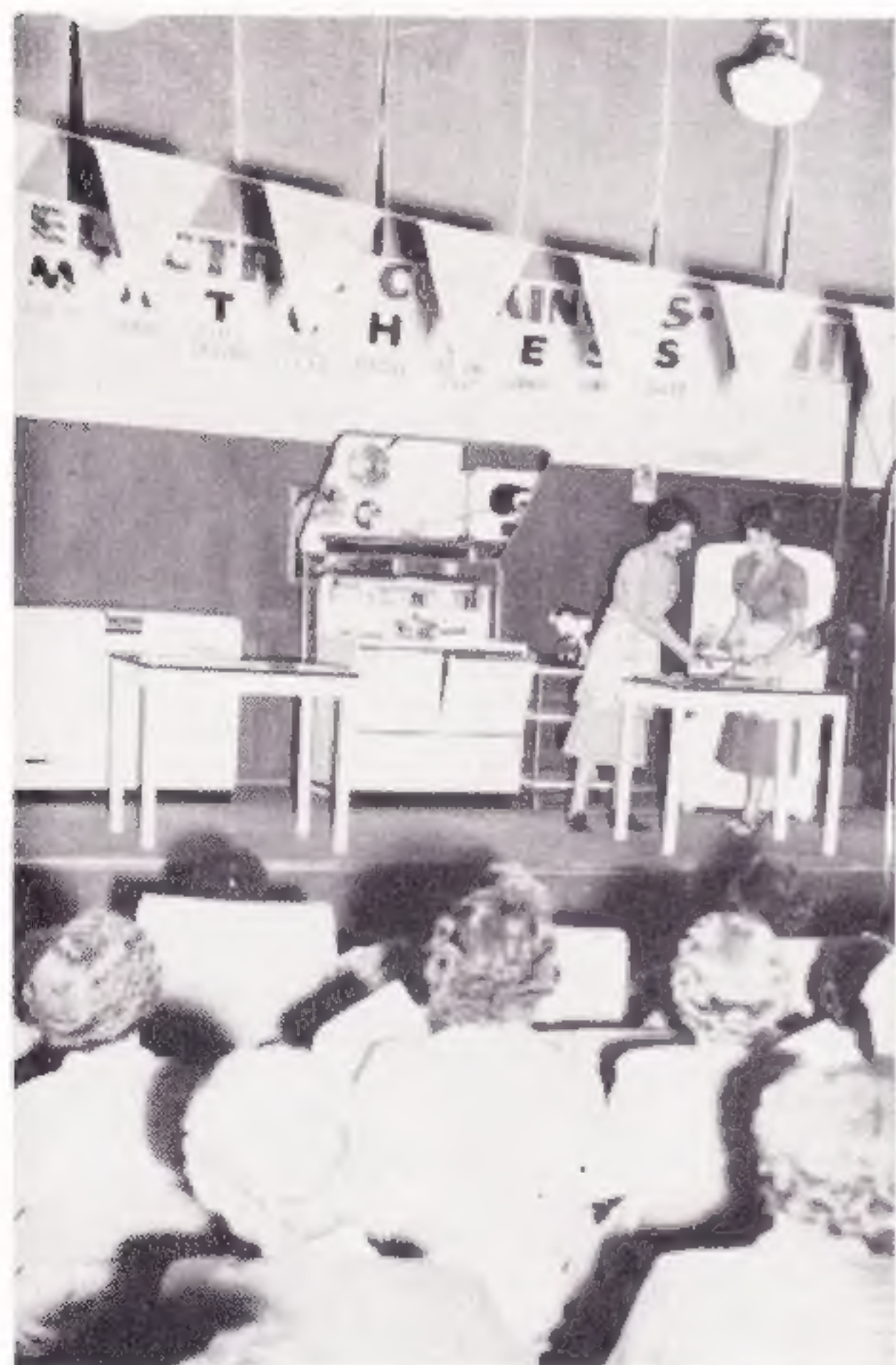
Apparently room air conditioners have exceeded all expectations in sales this season, with its total quota of 1,000 units already exceeded by 257. All reports indicate that the annual promotion is destined to be another successful event of the year among Residential Sales activities.



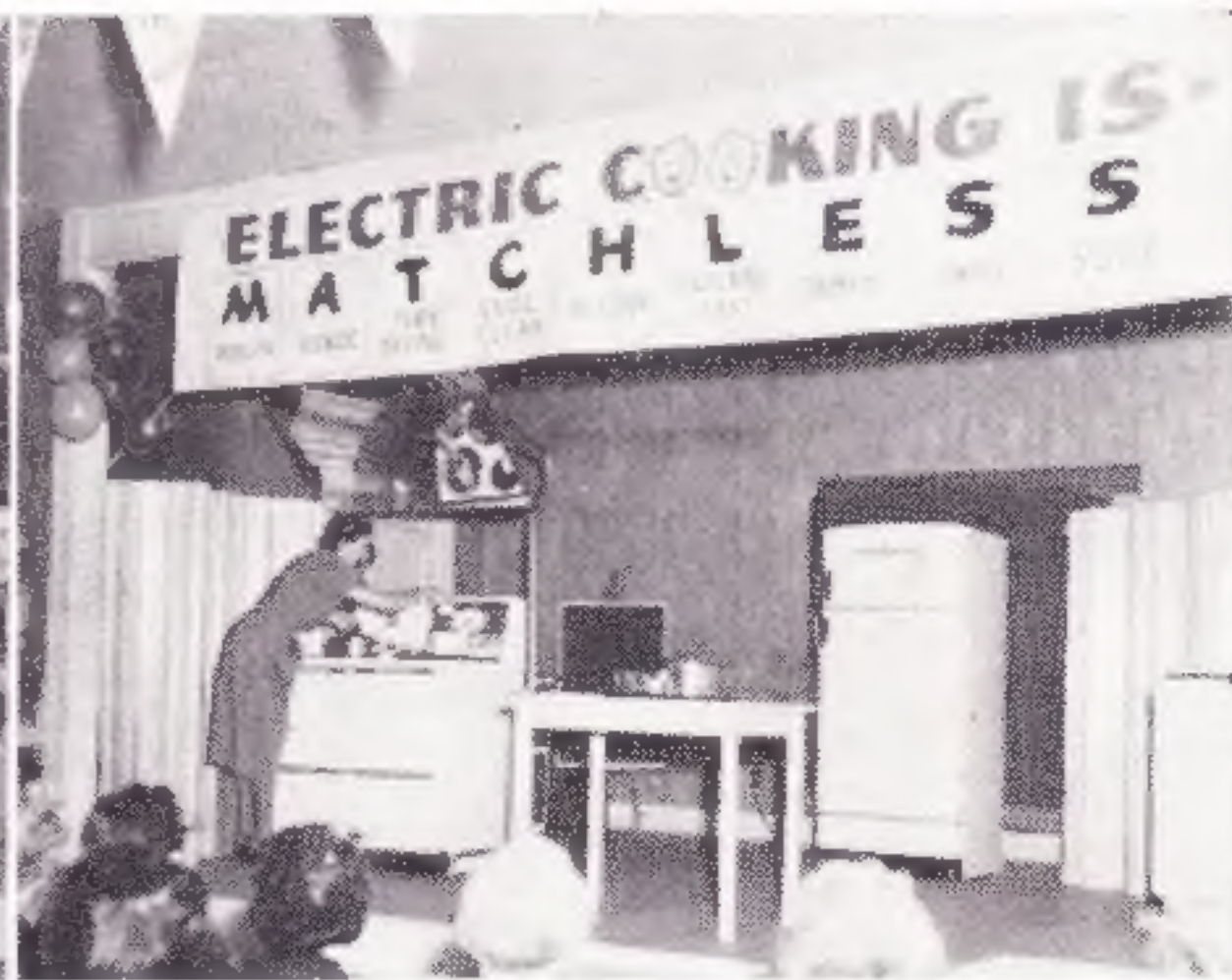
"CONGRATULATIONS!" — said President Roy Nelson as he presented the KWH Nelson Trophy to Navasota Division Manager E. L. Granau who received the award for the division for the fine job of load building. Navasota has won the trophy several times in a row.

One stenographer to another: "You'll like it here—lots of opportunity for advances."

There are substitutes for almost everything except work and sleep.



THE FOUR-IN-ONE CAMPAIGN has occasioned more than usual interest in electric cookery and the other electric appliances used in the home. As a result Gulf States home service advisors have been unusually busy with demonstrations and cooking schools. Two of the big turnouts for cooking schools have been the "Kitchen Carnival" affairs, shown in the accompanying pictures. At top was a "Karnival" held in Huntsville, conducted by Advisors Mildred Tribble and Gertrude Rice (left above). At bottom are scenes from Silsbee, where Advisor Frances Fuchs (seen at right) conducted the meeting.







## plain and *Fancy* talk

# "Shrimp Boats means good eating

**ANNUAL FESTIVAL** — Tied at the Morgan City, Louisiana, fishing docks, these boats are part of the large shrimp fleets which ply the waters off the shores of Louisiana and Texas, bringing in huge hauls of delicious seafood each trip. Later this Summer, the annual blessing of the fleet will be held, and these boats will parade for their patron saint, seeking blessings for a rich harvest and fair winds during the coming season.

Along the banks of the deep Atchafalaya River, Louisiana's "fish widows" for years have rejoiced, as a popular song says, because "shrimp boats are comin'."

There's dancing those nights too, not only for the joy of reunion between husband and wife, but also for the riches which will be theirs when the fine catch of seafood is sold.

In the Louisiana area of Creole cooking, seafood of all kinds has long been popular. Perhaps most popular of all is the shrimp, which abounds in the Gulf waters off the Louisiana and Texas coasts.

Morgan City, Louisiana's most famous shrimping center, is but a short hop from Baton Rouge, a rabid seafood city. Due to the proximity of Baton Rouge to the shrimping areas, the gourmet has his choice of either the large shrimp with the lobster

flavor, or the smaller, and some say, tastier, variety.

One reason for the wide acceptance of shrimp and other seafood in the Southern Louisiana areas is the predominantly Catholic population. Every Friday is a "fish" day, and many seafood dishes are prepared in between Fridays.

Most schoolchildren in the bayou state know that theirs is the greatest shrimp producing state in the Union. The popular song of a few months ago, "Shrimp Boats," was inspired by the fishermen's wives along the Atchafalaya and Gulf. And "shrimp boats is a-comin'" means there'll be shrimp on the menu tonight.

Some favorite recipes of South Louisianians are listed here. In other parts of the country, where shrimp are not so abundant, frozen shrimp may be substituted.

### FRIED SHRIMP

2 pounds raw shrimp	Cornmeal, or half corn-
Salt and pepper	meal and half flour
	2 eggs, beaten

Peel and vein shrimp, wash well. Add salt and pepper to cornmeal. Roll shrimp in cornmeal mixture. Dip into beaten egg, and then again into cornmeal. Fry in deep fat until golden brown. Drain on absorbent paper.

### SHRIMP REMOULADE

½ cup tarragon vinegar	2 Tbsps. tomato catsup
4 Tbsp. horseradish	1 whole clove garlic
mustard	1 cup salad oil
1 tsp. salt	½ cup minced green
½ tsp. cayenne pepper	onions with tops
1 Tbsp. paprika	½ cup minced celery

Mix vinegar, mustard, salt, pepper, paprika, tomato catsup and clove of garlic mashed well through sieve, then add oil, beating thoroughly and last, add green onions and celery.

This dressing should be poured over cooked shrimp. To really be delicious, the shrimp should marinate for at least four or five hours. Serve cold on shredded lettuce.



## BOILED SHRIMP

Allow 1 lb. of shrimp per person. Into a large container place enough water to cover shrimp. To each qt. of water add:

- |                       |                         |
|-----------------------|-------------------------|
| 1 Tbsp. salt          | 3 bay leaves            |
| 2 sliced lemons       | 2 red pepper pods       |
| 2 doz. whole allspice | 1 Tbsp. celery seed, or |
| 4 sprigs thyme        | 3 stalks of celery and  |
| 1 tsp. mustard seed   | tops, chopped           |
| 1 tsp. black pepper   |                         |

(If commercially packed seasoning such as Crabboil is available, use a 3 oz. package in place of seasonings listed above.)

Let seasoned water boil for 10 minutes, then add shrimp and let boil for 10 minutes or until shells turn pink. Allow shrimp to cool in water. Serve in a platter of cracked ice or chill in refrigerator before serving.

## SHRIMP DIP

- |                             |                      |
|-----------------------------|----------------------|
| ¼ cup catsup or chili sauce | ½ tsp. minced olives |
| 1 tsp. Tabasco sauce        | ¼ tsp. horseradish   |
| 2 tps. lemon juice          | ¼ cup vinegar        |
|                             | ½ tsp. salt          |

Combine ingredients in order given. Mix thoroughly. Use as a dip for cold boiled shrimp. This amount of sauce is sufficient for four pounds of shrimp.

Into skillet place fat, add flour, cubed ham and chopped pepper. Cook stirring until smooth and slightly brown. Add shrimp, tomatoes, parsley, garlic, onion and water. Bring to a boil; add rice and press into the liquid. Cover and simmer for ten minutes.

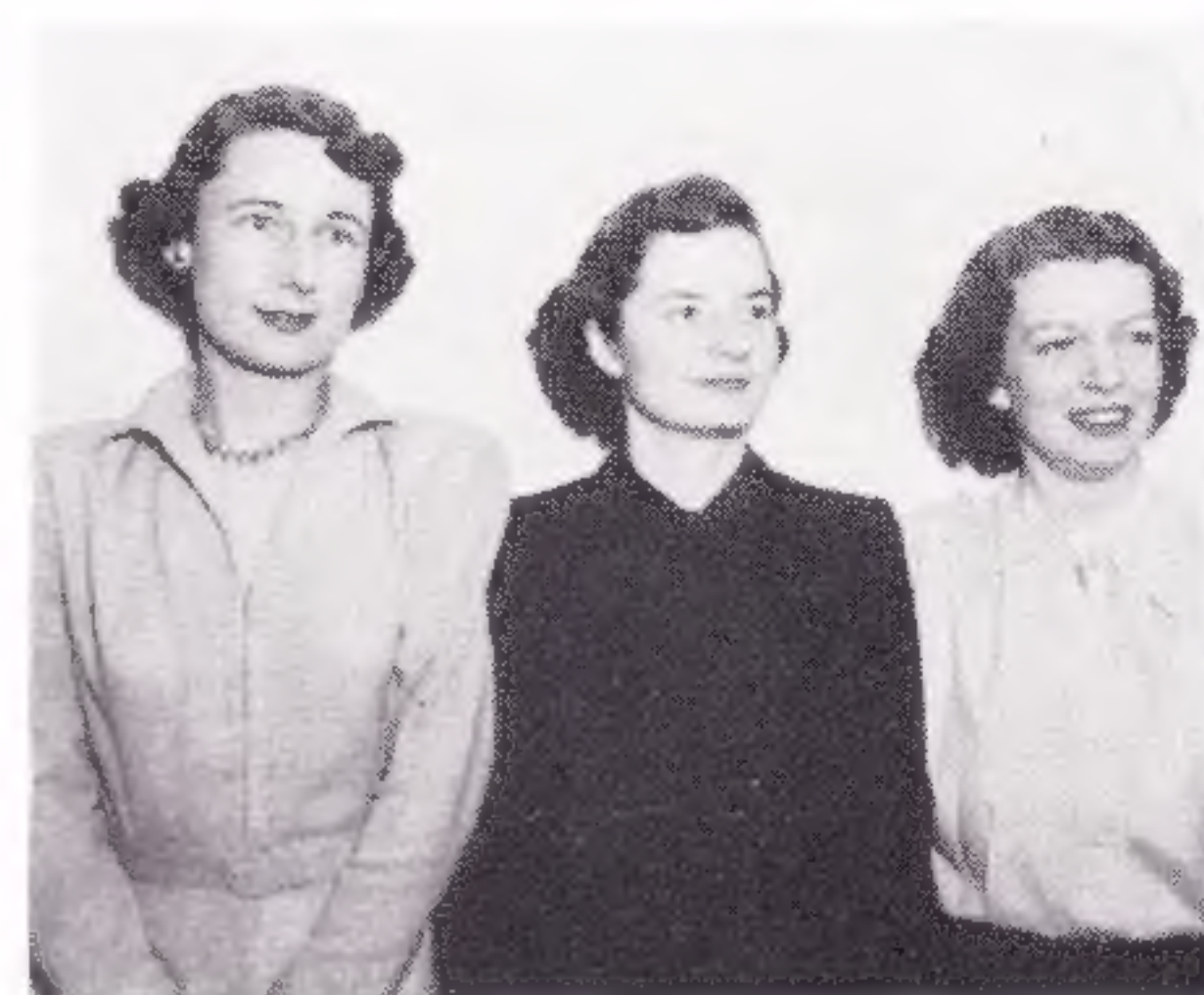
## HOUSEHOLD HINTS

Did you know that sizes of shrimp vary according to season? As a rule there are more large shrimp caught in the winter than in the summer. Generally speaking, the larger size shrimp are the ones used in restaurants; the smaller ones in the home kitchen.

Keep a pair of eyebrow tweezers in a kitchen drawer. They're wonderful for plucking pin feathers from turkeys or chickens and especially handy for keeping garlic odors away from fingers while peeling cloves or rubbing roasts.

To keep egg yolks from drying out when stored, drop yolks into a cup or small bowl and cover with cold water.

## ABOUT THE AUTHORS



Mildred, Alida and Evelyn

Plain and Fancy Talks this month was prepared by the Baton Rouge Home Service trio of Evelyn Wilsford, Mrs. Alida Casey and Mildred Tribble. A thumbnail sketch of the three authors tells us that Evelyn is well established on the Baton Rouge sales floor, where she demonstrates different electric and gas appliances each week. Alida claims Denham Springs as her work shop and both Evelyn and Alida work in the Clinton district on occasion. Mildred Tribble finds enough to keep her running in the Baton Rouge territory, and she too helps out in the other districts when necessary.

*are Coming"*  
*to right !*

## SHRIMP SALAD

- |                                 |                                 |
|---------------------------------|---------------------------------|
| 2 cups cooked shrimp            | Mayonnaise                      |
| 1 cup celery (coarsely chopped) | 1 Tbsp. catsup                  |
| 2 tps. dill pickles, minced     | ½ teaspoon Worcestershire sauce |
|                                 | Salt and pepper                 |

If shrimp are large, cut into halves or quarters. Mix shrimp, celery, eggs, and pickles together lightly with mayonnaise to which has been added the catsup, Worcestershire sauce, salt and pepper. Serve on lettuce leaves and garnish with sliced tomatoes.

## SHRIMP STEW A LA CREOLE

- |                                |                         |
|--------------------------------|-------------------------|
| 3 pounds shrimp                | 4 stalks chopped celery |
| 1 Tbsp. butter                 | 1 clove garlic, minced  |
| 1 large onion chopped          | 1 sprig of thyme        |
| 2½ cups canned tomatoes, diced | minced cayenne pepper   |
| Salt and pepper to taste       |                         |
| 2 bay leaves                   |                         |

Boil shrimp, remove shells and vein. Melt butter in saucepan; add onion and brown. Add tomatoes and the juice, cook for 5 minutes stirring thoroughly. Add all the other ingredients (except shrimp). Cook 10 minutes then add the shrimp. Cook another 10 minutes and serve over steamed rice.

## SHRIMP JAMBALAYA

- |                            |                           |
|----------------------------|---------------------------|
| 1 Tbsp. fat                | 1 branch parsley, chopped |
| 2 Tbsps. flour             | 1 clove garlic, minced    |
| 1 lb. ham, cubed           | 2 large onions, sliced    |
| ¾ cup chopped green pepper | Pepper to taste           |
| 3 cups cooked shrimp       | 2½ cups water             |
| 5 cups canned tomatoes     | 2 cups rice               |

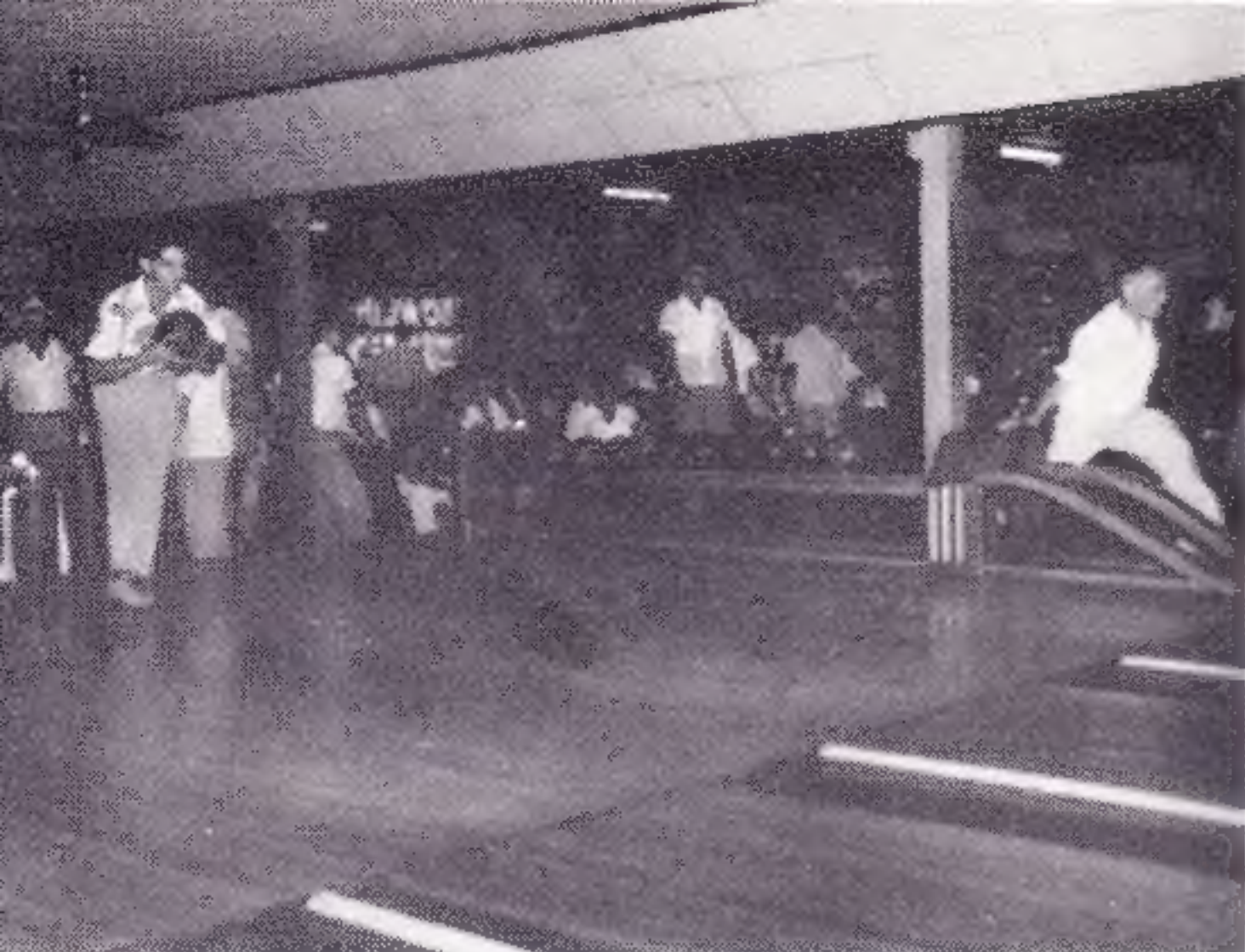


HERE'S HOW IT'S DONE — Before many more years have passed, these young members of Nederland "Blue Bird" groups will be spending a good part of their time in the kitchen. As guests of Gulf States, June 24 - 26, they are seen here getting a preview of what's in store for them, with Mrs. Julia Rowan (insert, upper left) conducting one of the informal cooking sessions. She was assisted by 4-H Clubber, Miss Gail Beagle.

When baking fish, put a piece of cheese cloth in the baking dish and lay the fish on it. When you're ready to

take it out of the oven, you can turn it over easily onto the platter without the fish breaking.





# Kilowatt Keglers Wield a Mean Bowling Ball in Lake Charles & Beaumont

The hum of bowling balls spinning down the hardwood and the din of tumbling pins continues to occupy attention in Plain Talks this month. In the June issue, latest dope on Baton Rouge and Port Arthur employees' teams was rounded up, and now it's time for a review of the season's activity at Lake Charles and Beaumont, the other Gulf States divisions having company sponsored bowling activities.

The Lake Charles Bowling League for 1951-52 has finished its first season under A. B. C. and W. I. B. C. jurisdiction, reports Sonny Horstmann, league secretary. Ten four-member teams started in September and ended a 90-game schedule in April. The top four teams lined up for playoffs April 23 and winners met the following week.

Bill Gastinel, Ray Bagwell, F. A. Roddy and Captain Carol Foreman of the "Amps," who had finished in first

position at the season's end, were matched against fourth-place Chubby Grimmett, Bob Tyler, Chester Jenkins and Captain Lucina Ory of the "Splicers." The Amps won two out of three, as did third-place Blanche Suydam, S. L. Adams, Jack Bass and Captain Bob Wiggins of the "Filters" from second-place Emery Fruge, George West, Phil Allen (absent), substitute Slim Fredericks and Captain Luther Risher. In the finals the consistent Filters proved too much for the hot-and-cold Amps.

The "Insulators," consisting of Ruth Bass, Buddy Morris, L. J. Fredericks and Captain Slim Larkin won high series honors with 2,427, compared with 2,405 posted by the "Circuits."

Most individual honors went to Carol Foreman, who was best in average, high scratch game, high scratch series, high handicap series, and who tied Luther Risher in most 200 games. Sec-

ond bests were Burgess and Risher, average; Risher, scratch game and scratch series, and Fruge, handicap series.

The achievement award which goes to the bowler showing the most improvement of his average was presented to Ray Bagwell at the annual party June 26. He also showed perfect attendance — along with Risher, Horstmann and Roy Franques, who weathered the marathon from start to finish.

The league rostered 11 girls during the season but only Blanche Suydam, Ruth Bass, Betty Boyd, Betty Guidry and Lucina Ory were around when the shooting was over.

In Beaumont, it was the ladies who occupied the bowling limelight during the past season. Five units of the city's 10-team "Career Girls" bowling league were furnished by Gulf States, with official competition extending



LOUISIANA CHAMPEENS, these Lake Charles artists of the alleys dropped their opponents from Baton Rouge to take command of the Gulf States bowling scene in the Pelican State. Lake Charles hit Baton Rouge for a match April 20 and the Capitol City returned the visit May 25, with proceeds from raffling off company-donated Fry Rites providing expenses in both cases. Participants report sur-

prising interest in the inter-divisional play, and good sportsmanship easily prevailed despite sizzling competition. The old disparaging comment, "Divisions bowl each other? What a laugh!" now stands vulnerable to the well-founded comeback, "Baton Rouge and Lake Charles did it in 1952 — and it was the kind of match that they'll be happy to tell their grandchildren about."



through this past May. As this issue of Plain Talks goes to press, the GSU keggers are busily involved with their 14-week summer schedule.

Mrs. Ollie Lytle of the Beaumont service center was not only prominent in 1951-52 league play but also placed high at the state tournament in San Antonio in March. She won third in singles and ranked fourth in all events. A GSU team composed of Mrs. Lytle, Peggy Lee, Flora Nell Sparks, Elsie Davis, Dora Porter and Sue Bell competed in the state Class D play and came away with 16th place among the 64 competing teams.

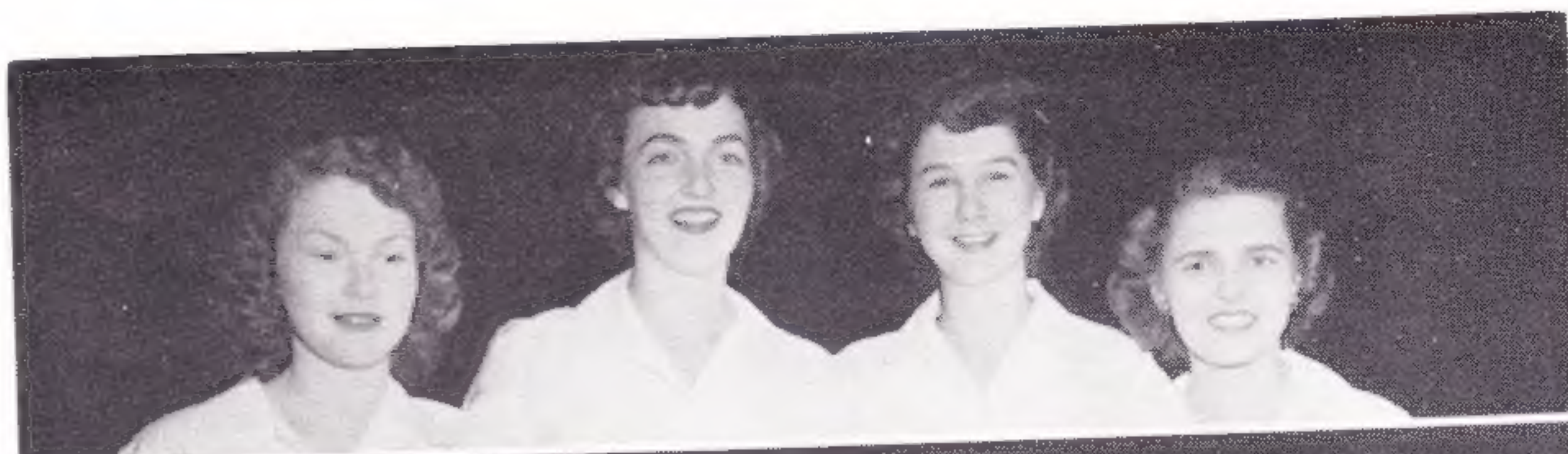
Four Gulf States Beaumonters held office in the ladies' league during the season: Minnie Wilbanks was vice-president; Betty Weaver and Flora Nell Sparks shared a term as treasurer, and Sue Bell was sergeant-at-arms.

Here are the company's teams and their records:

"Reddyettes" (won 30, lost 78) — Pat Hall (captain), Dixie Smith, Bonnie Gore, Louise Hurd and Barbara Landry. "5KV's" (won 71, lost 37) — Elsie Davis (captain), Flora Nell Sparks, Wanda Adams, Dorothy McInnis and Gleta Sandidge. "Livewires" (won 59, lost 49) — Barbara Scheiber (captain), Minnie Wilbanks, Betty Weaver, Audrey Sirman and Barbara Wilson. "Sockettes" (won 31, lost 77) — Lucille Bryan (captain), Betty Tillery, Evelyn Dickens, Delores Howard and Mary Helen Kellam. "Sparkettes" (won 69, lost 39) — Peggy Lee (captain), Shirley McKenzie, Betty Cooper, Dean Rougeau and Ollie Lytle.

Two Gulf States employees, Sue Bell and Dora Porter, played on other league teams.

The Sparkettes chalked up high single team game (972), and tied with the General Finance team for high team series (2658).



*The distaff side of the Gulf States family handled bowling activity at Beaumont this year. At left is the GSU team which placed 16th in a Texas-wide tourney at San Antonio.*



# Short Circuits' Annual Blow-out ..



Those Short Circuits in Baton Rouge really enjoyed their Summer barbeque, June 21st at the U.C.T. camp . . . barbequed chicken topped the menu, and was perfect, thanks to the untiring efforts of such stalwarts as Roy Beatty, Al Lusk, Cal Oubre, "Blackie" Blackwell and Phil Levert . . . the children played baseball and romped in the camp . . . Sammy McKenzie sang—some were his own ballads, some were popular stuff . . . Bob Dawson had his picture taken, for a change . . . Mildred Tribble told a few jokes . . . Helen Rea Smith introduced her candidate husband, Goode . . . Tucker and Cazes talked shop . . . A. B. Wilson listened to Wilbur Parker's favorite stories . . . and, President Cyril "Live-Wire" Dominguez kept everybody happy.



## WITH GSU CONVELSCENTS

Archie V. Browning, Baton Rouge t & d, has returned to the job after a brief illness.

M. J. Cunningham, appliance repair foreman in the t. & d. department in Baton Rouge, was confined to the hospital in a serious condition from a heart ailment. His many friends wish him a speedy recovery.

As we go to press, A. H. Casanova, sales department in Baton Rouge, is confined to the Baton Rouge General Hospital, after a second operation for an internal disorder. Cass is in serious condition.

Mrs. Evelyn Stallcup, affectionately known as "Squirt" to Gulf Staters, has undergone surgery to correct an organic disturbance and is recovering nicely after an eight-day stay in the Baton Rouge General Hospital. She returned home on June 24 and is doing just wonderfully.

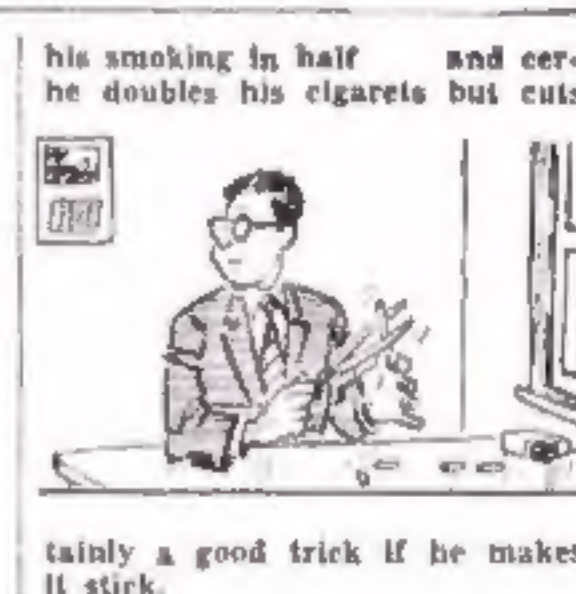


HIGHEST KWH GAIN PER HOME CUSTOMER IN THE BEAUMONT DIVISION as of May 31, went to the Liberty-Dayton-Hull district with its record gain in the entire system this year of 78kwh. Curtis Lusk, local superintendent of Dayton, will keep the trophy which was presented by E. L. Robinson, manager of the Beaumont Division. Rhea Hudnall, superintendent of Liberty District (center) was on hand to compliment Lusk for the outstanding job.

This is probably the age for triumph for the pessimist who always expected the worst.

## BEAUMONT JOURNAL

**HALF AND HALF**  
Here's how to cut your smoking in half—cut your cigarettes in half. Jerry Stokes of GSU was observed at coffee, sneaking half a cigaret from his shirt pocket. He admitted cutting down on his smoking—starts the day with two full-sized cigarets clipped into four smokes. In other words,



his smoking in half and certainly a good trick if he makes it stick.

SMOKERS DISTURBED about the rising cost of nicotine recently read an answer — if not THE answer — to their problem in a Beaumont newspaper. Plain Talks staff member Jerry Stokes was the surprised subject of the above squib and cartoon, which, needless to say, isn't entirely serious.

## Phil Dupuy Visits

Phil Dupuy, an employee for 25 years before joining El Paso Electric Company last year, was in town for his vacation during the first two weeks of June. Phil reports that the dry Western air is doing wonders for the family. It's doing wonders for Phil, too, if his girth is indicative.



# HOME SERVICE STAFF ADDS TRIO



Marcia Guissinger



Jackie Venable



Lavona Cochran

Three new home service advisors began work this month with the company—two at Beaumont and one at Baton Rouge.

Miss Lavona Cochran, a June, 1952, graduate of Southwestern Louisiana Institute, Lafayette, has been assigned to Beaumont. She succeeds Mrs. Marilyn King.

Also at work in Beaumont temporarily is Miss Jackie Venable, who finish-

ed at Texas Tech this past June. She will be assigned eventually to duties in Navasota.

Miss Marcia Guissinger is the new home service advisor in Baton Rouge. A 1952 L. S. U. grad, she joins Mrs. Alida Casey, Miss Mildred Tribble and Miss Evelyn Wilsford in the Baton Rouge area.

All three received their college degrees in home economics.

## Company Holds Whopping Big Appliance Promotion in B. R.

The Baton Rouge sales force, augmented by Beaumont, Port Arthur and Lake Charles sales personnel, participated in a gigantic gas and electric appliance festival put on by Sears Roebuck and Co. during the first week of June.

Featuring hill-billy music, free lemonade, a talking Reddy Kilowatt, all sorts of appliance demonstrations and give-aways, the festival had as its goal the sale of \$25,000 worth of merchandise at the location and the listing of many prospects for future sales.

Gulf States gas and electric servicemen installed adequate wiring and gas facilities for the large operating demand created by the appliances being demonstrated. Home service advisors prepared tasty dishes on both types of ranges, while sales personnel helped the Sears' salesmen point out the advantages of modern home appliances.

Gulf States part in the big show was handled by Marcus Andrews, superintendent of residential sales, and Joe Stallcup, residential sales supervisor, with a big assist from Victor Gayle, system sales promotion director, Joe De Jean, supervisor of sales promotion advertising, and Miss Leonora O'Neal, system home service advisor.

Other leading parts were played by Mrs. Alida Casey, Miss Evelyn Wils-

ford, Miss Mildred Tribble, Miss Norma Alford, Mrs. Jessie Braud, Walter Benjamin, Phil Marquette and Dick Krouse, all of Baton Rouge; Mrs. Frances Fuchs, of Beaumont; Miss Ernestine Woodard of Lake Charles and Mrs. Catherine Smith of Port Arthur.



PROOF of interest in Baton Rouge display.

## B. R. "Service Plus"

(Continued from Page 3)

Speakers included Austin Mary, engineer supervisor, who captured the imaginations of those present with his discussion of the future adaptability of atomic energy to the production of electricity. General line foreman Frank Jones explained the development of the latest types of substation and T & D equipment. It fell to J. G. Hotard, general substation foreman, to explain the latest methods of determining peak loads on transformers by means of a detachable oil temperature recording device. A. G. Delaroderie, buildings and equipment supervisor, showed how his department had designed a model floor plan for complete garage facilities.

Odis McKnight, Louisiana safety representative, demonstrated the Hogar-Neilsen method of resuscitation, with Sam Sharp as his model.

Other speakers on the program included T. J. Hanlon, chairman of the board, H. C. Leonard, vice president, L. V. Smith, assistant treasurer, J. B. Hodge, manager of the Port Arthur Division, and F. G. "Red" Hornsby, who acted as master of ceremonies.

## Steno Meets New Kind of 'Guy'



There are many words and expressions that are peculiar to our business, and a new employee in any department must necessarily be on the job for some time to become familiar with them. For instance, Claim Agent Reidy passes along an incident which illustrates the point. Says Mr. Reidy, "Our new young lady working on Claims and Safety, Miss Thelma Tevis, in taking dictation and transcribing her notes came upon a statement involving 'a broken down guy'. She interpreted it as 'a broken down guy'."





## GSU SETS STYLE FOR MEN'S HATS

Several years ago, 1941 to be exact, when all of the defense plant workers started wearing safety hats, people in other industries began to wonder why these hats should not be worn by all workers subject to head injuries. Of course, people in the Electric Industry knew that metal hats could not be worn while working on poles and around open energized circuits for a review of the fatalities that occurred over the nation to electrical workers revealed that approximately 7% of all fatalities are caused by electric shock due to the head making contact with open circuits.

Gulf States Utilities Company bought its first safety hats for electrical workers in 1942. These were Bakelite Hats and were non-conductors of electricity. Now

other utilities companies have adopted this practice.

The plan of wearing these hats was optional — the workers could wear the hats if they so desired. As far as it can be determined, our Company was the first electric utilities company to make this move. Immediately after the war this program was stepped up considerably with some departments insisting that safety hats be worn, and other departments still leaving it optional. In 1949, after a lineman made accidental contact with a 13 kv circuit it was decided that all employees who climb poles and structures would wear the hats, also the workers who worked under other workers.

Since this safe practice has been in effect, we have evidence that the hats have prevented several injuries where contact was made with circuits, and no doubt a life was saved when a tree fell on an employee, bursting his hat and knocking him momentarily unconscious, but causing no serious injury. There have been other instances of falling objects, both in line and power station work.

### HARD HATS ARE POPULAR

It has also been proven that these hats are no hotter than the ordinary felt or straw hat in summer time, and with the "zero hoods" in the Winter they are warmer than conventional hats. A large majority of employees, after becoming accustomed to the hats, prefer them to other types of head wear. The manufacturing companies have been contacted over the years in an effort to get a lighter and more comfortable hat

with higher di-electric strength. Finally, two manufacturers developed a hat that not only will stand the necessary impact, but are lighter than the old hats, and have been tested to withstand 15,000 volts under the most critical conditions.

All employees are urged to take advantage of this protection on any job that head injuries might occur.

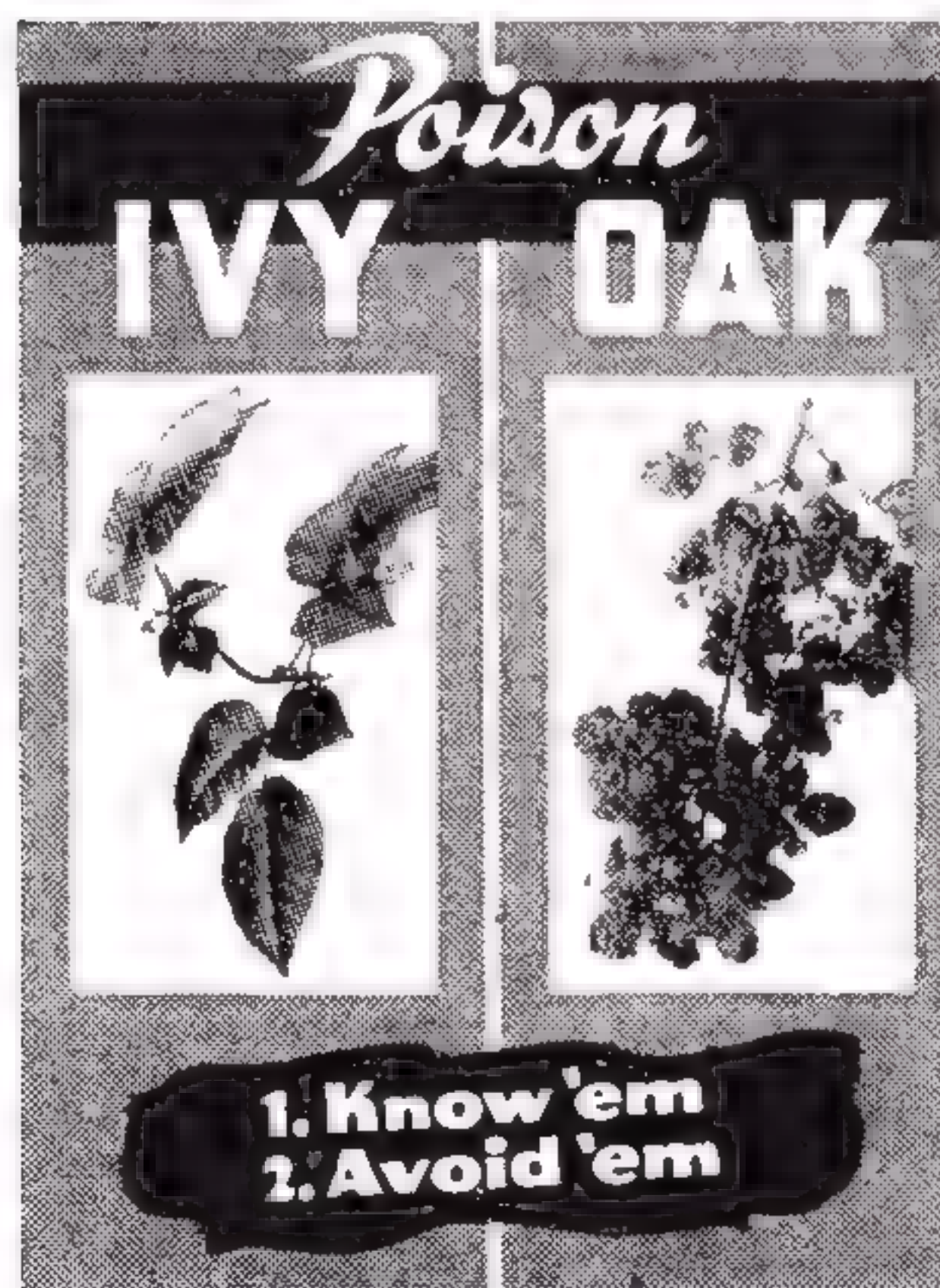
## VACATIONS

Don't be scared into not having a good time on your vacation — But remember to **PLAY SAFELY, DRIVE SAFELY, SWIM SAFELY** and you'll come back home safely.

because —



**ACCIDENTS  
SPOIL  
VACATIONS**





## In memoriam

We mourn today the untimely passing of a fellow citizen who leaves a family and a host of friends

The traffic accident which took his life did not have to happen

He would be with us today to enjoy the pleasure of his family and friends if he had only had his motor vehicle inspected and checked for safety

We hope that your car is always maintained in safe operating condition

**TEXAS SAFETY ASSOCIATION**  
(INCORPORATED)



# NEW FIRST AID RESPIRATION METHOD PROVEN SUPERIOR

(Hogar - Neilsen Method)

A new method of artificial respiration has been adopted by all agencies and institutions who teach and advocate first aid. This method is the same as the old Shaffer method in that air is artificially introduced and expelled from the lungs. The advantages of the new method is that approximately three times the volume of air is brought into the lungs.

## EVERYONE URGED TO STUDY THE NEW METHOD

After practicing for awhile, the new method is just as easy as the old. The steps are pictured. No. 1—The victim is shown in the prone position similar to the old method; the operator places his hands on the back of the victim just below the shoulder bone. No. 2—The operator leans forward placing very little pressure on the back of the victim. No. 3—The operator slides his hands forward grasping the victim's arms. No. 4—The operator leans back to the original sitting position, lifting the victim's arms forward and up and then releases. This procedure is continued approximately twelve times per minute. All operating employees are being taught this method.

It is to everyone's advantage to know this latest technique and also to teach it to all members of the family.



day. If you only mow the lawn on Saturdays, possibly two tablets that day would be sufficient, you will have to be the judge. The new tablets now in use are impregnated to dissolve slowly, and do not cause nausea as the tablets on the market a few years ago.

Give these tablets a fair test and observe the results.

## You Could be LOW on SALT!

For those who haven't been reading Plain Talks every summer for the past several years, this information is primarily for you.

Through medical research it has been found that through sweating, perspiring, or glowing, whichever term you wish to use, you lose much of the salt and minerals from the body. The one way to replace the salt that you lose is by taking additional salt, preferable in the form of salt tablets.

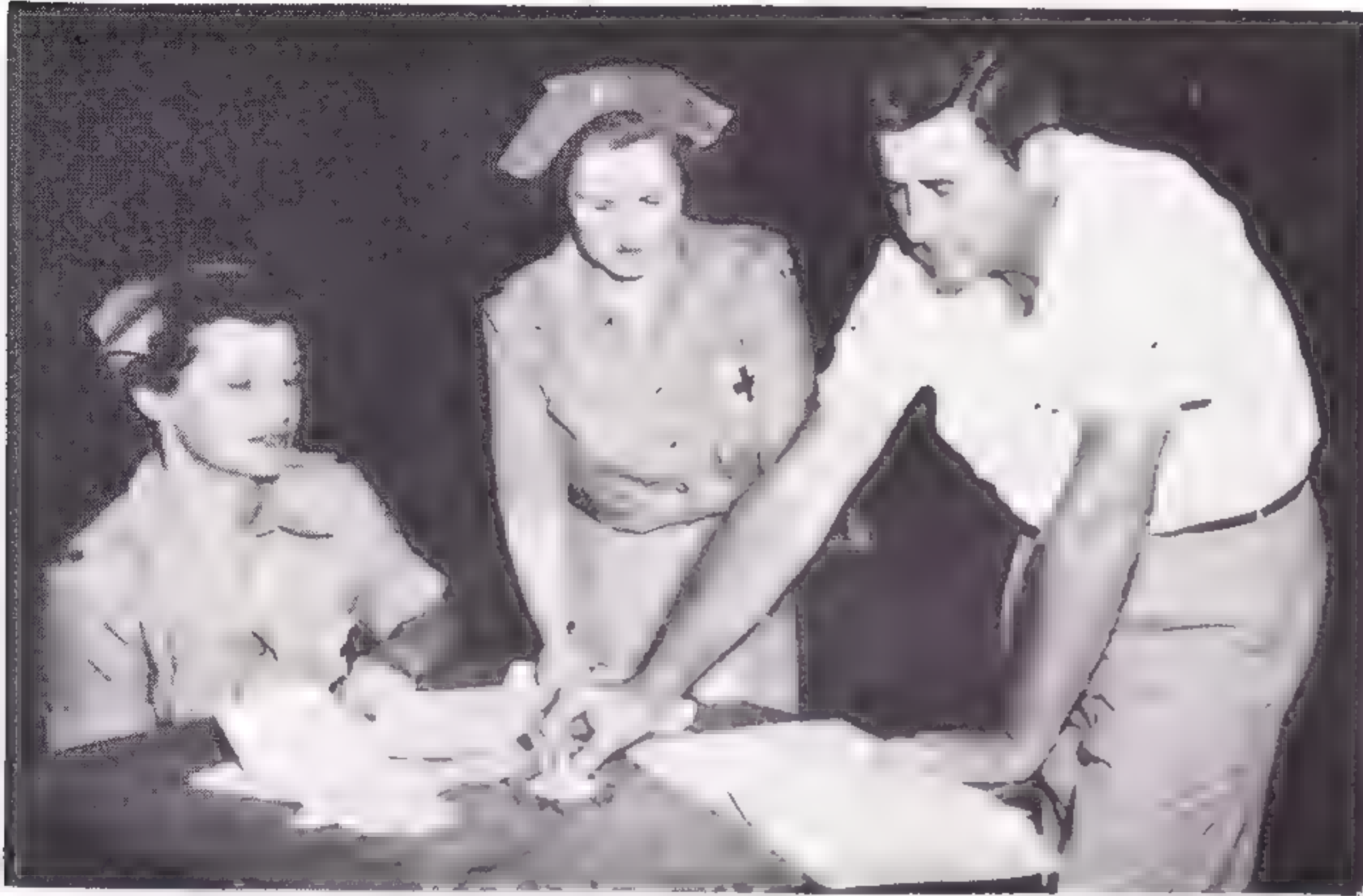
A question possibly in your mind is, "what about grandpa and them who never heard about salt tablets?" In their day, the summer

diet was primarily out of the garden with natural fertilizers. These days, most of our food does come from the garden at this time of year, but mostly with commercial fertilizers which do not furnish the minerals which we need. Salt tablets are accepted in industry for the purpose of eliminating heat fatigue, preventing heat exhaustion, and restoring energy lost through perspiration.

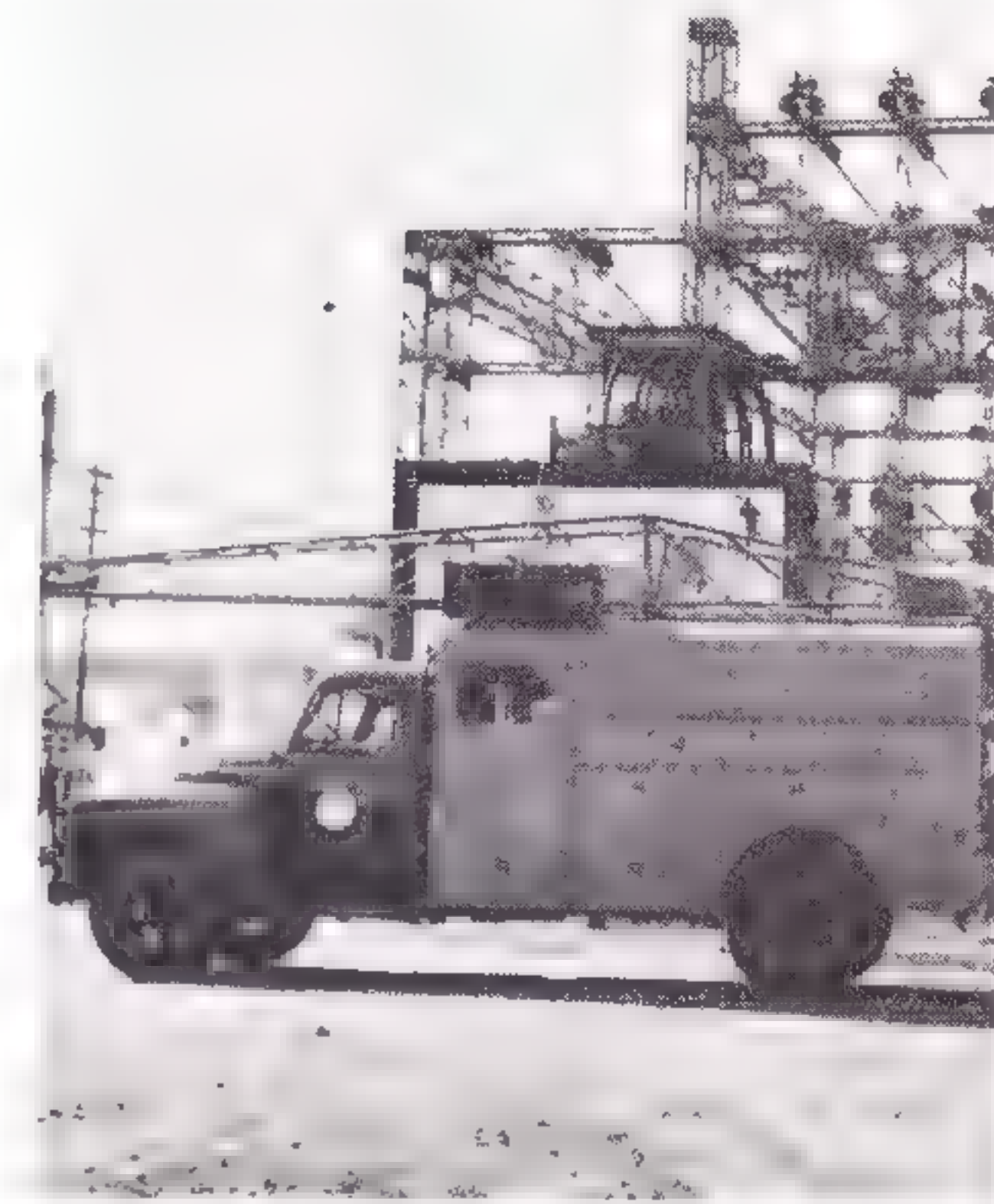
Take only as many tablets as required if you work hard. However, if you work extra hard and perspire a lot, you might take as many as six or eight tablets per



# Gulf States Red Cross Day at



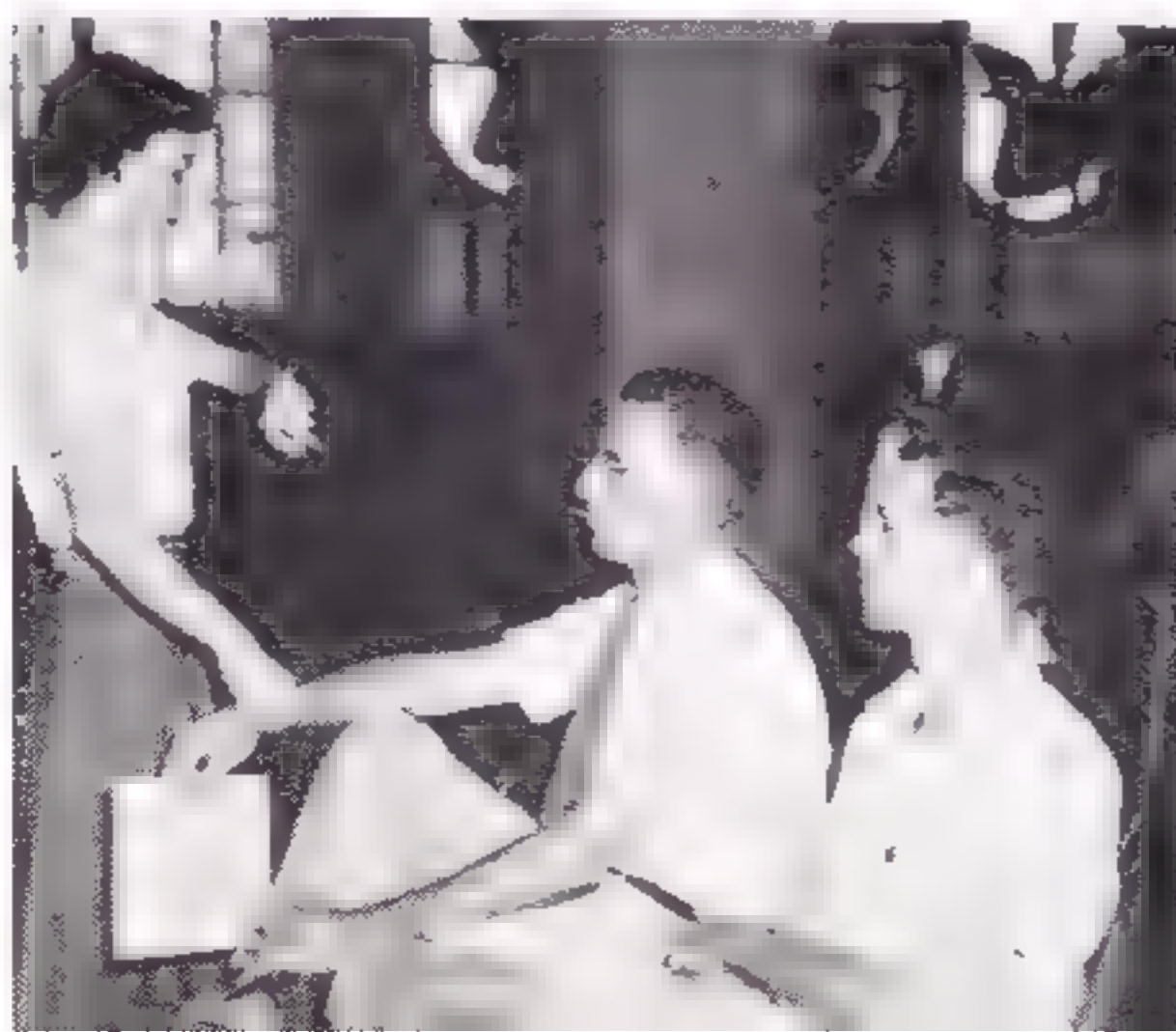
BLOOD GIVING is always a serious-purposed occasion but Baton Rougeans prove here that it is certainly not a frightening event. The before, during and after pictures shown here reflect a happy, pleased attitude on the part of the givers, which in view of the reason for the Blood Program, seems amply justified. There is no sequence to the following shots which are pictures taken at random during the day.



June 20th was Gulf States Day at the Red Cross Blood Center in Baton Rouge.

Like fellow workers in Beaumont, employees in the Baton Rouge Division decided some time ago to set aside a day on which volunteer donors from the Company could be scheduled to appear at the Blood Bank, and Friday, June 20, was selected as the day most suited.

Murray Martin of the engineering department, served as general chairman and, with his committee members, immediately began to recruit and schedule donors. In the Main Office, Jim Stelly of Sales, rounded up dozens of employees. Jack Powdrill, engineering, followed suit in the T. & D. offices. S. J. Bergeron and L. G.





# Baton Rouge Is Big Success



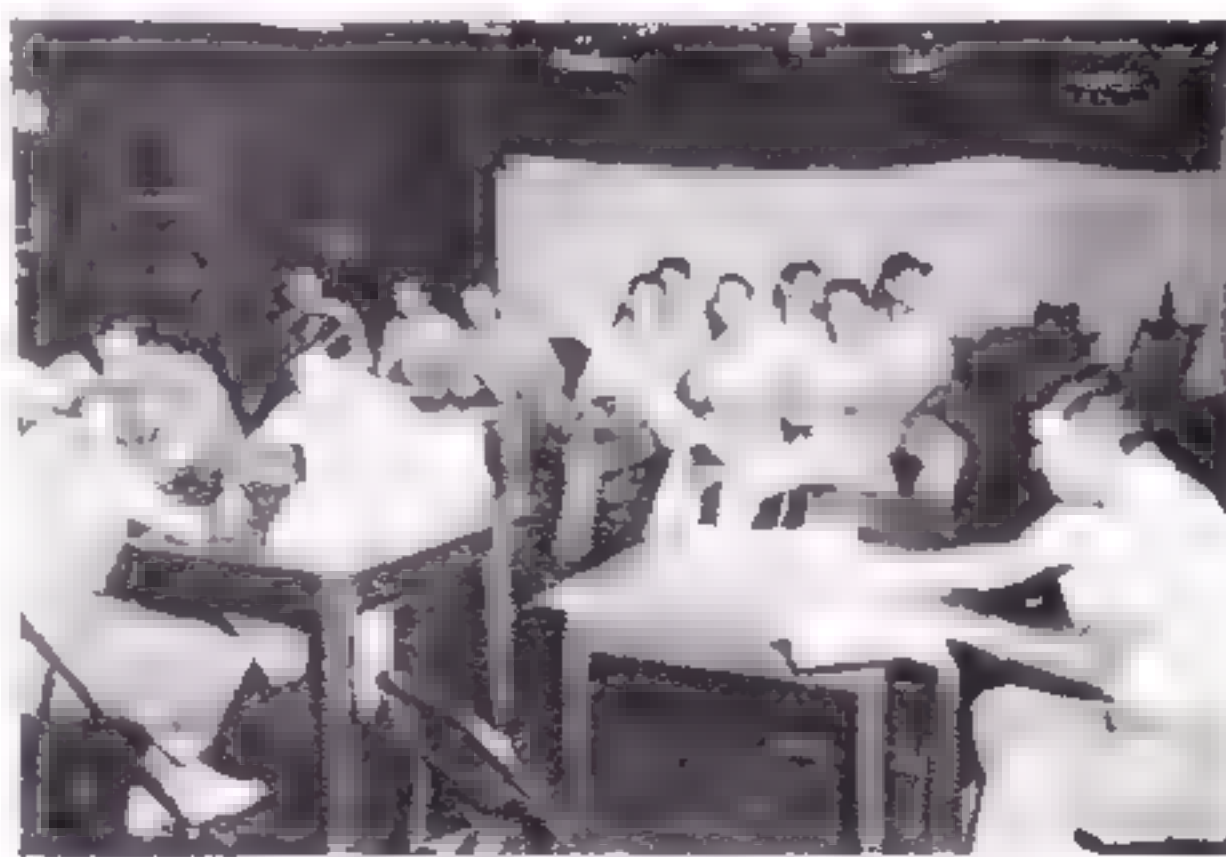
Sanchez signed up practically the whole gas department. Dick Smith and L. J. "Doc" Lesage ramrodded the line crews and Cyril Dominguez and C. E. Chambers did yeoman work at Louisiana Station.

After weeks of work, all was in readiness. Nearly 200 had volunteered their blood in order that members of the armed services might live. Of these, 154 were able to present themselves at the appointed hour. By 3:30 p.m., 118 had been accepted, processed, and had donated blood. Pictures on this page were taken on Gulf States Day at the Blood Center.

As in Beaumont, the Gulf States Day was the first of its kind in Baton Rouge. Red Cross officials hope it will set a precedent.



LIKE BEAUMONT GULF STATERS, BATON ROUGEANS set a precedent in their city by being the first to volunteer blood on a group basis. As a result of such action it is hoped by the Blood Program directors that others will follow and respond accordingly.





# Five Appointments Made in Sales

The following sales department appointments, effective July 1, have been announced by Vice President L. F. Riegel.

H. C. LeVois has been named superintendent of industrial sales, system. He will continue to work in Beaumont, and will assist Mr. Riegel in special assignments.

C. B. Barron, formerly director of



**R. A. McAlpine**



**O. G. Floyd**



**C. B. Barron**



**T. O. Charlton**



**H. C. LeVois**

lighting and municipal sales, has been appointed director of commercial sales, system. His duties now will be to direct sales of lighting, municipal and all commercial sales.

O. G. Floyd, formerly supervisor of commercial sales, Beaumont, has been appointed director of industrial and commercial and heating and cooking sales, system.

T. O. Charlton was named superintendent of sales, Beaumont division. Formerly Mr. Charlton was superintendent of residential sales in the Beaumont division.

R. A. McAlpine has been appointed supervisor of commercial sales, Beau-

mont division. Mr. McAlpine was formerly senior commercial sales representative at Beaumont.

All five of the above men have long service records with the company. Mr. LeVois joined the company as a student engineer in Lake Charles shortly after graduating from S.L.I. with a degree in electrical engineering. Subsequently he worked at Lafayette, Beaumont and Port Arthur, all the while moving up through various sales and engineering jobs. He returned to Beaumont in 1949 as superintendent of industrial sales, Texas.

Mr. Barron, an electrical engineering graduate of M.I.T., one of the nation's foremost engineering schools, came to Gulf States in 1928 as a student in the illuminating department at Beaumont. Working in Beaumont ever since, he has held various engineering jobs, all in the lighting department. Mr. Barron served in the army from 1940 until 1946, and was a colonel when discharged.

Mr. Charlton began his sales department career in Beaumont in 1927 as a student. He later worked as sales representative in Nederland and Port Neches, and in 1936 left to become commercial manager of Arkansas Utilities Company, then an affiliated company. He returned to Beaumont in 1942, again working as sales representative, but shortly was promoted through several jobs until in 1947 he was made superintendent of residential sales.

Mr. Floyd began work at Beaumont, as power sales engineer in 1930, shortly after finishing Rose Polytechnic Institute with a degree in electrical engineering. He has been in sales work ever since, and become supervisor of industrial sales in 1947 and of commercial sales in 1950.

Mr. McAlpine likewise began work in Beaumont in 1930, starting as a clerk in the service department. He later worked in the meter department as helper and tester. He transferred into appliance repair in 1933 and became a sales representative in 1938. He entered military service in 1941 and, except for several months after which he was recalled, remained in service until 1946. He was a captain when discharged.

## Risher Directs L. C. Storeroom

The promotion of Luther Risher, former storekeeper at Lake Charles to storeroom supervisor, has been announced from Lake Charles. Mr. Risher's appointment was effective June 8.

Luther has a service record extending back to 1936, when he started work with the company as a messenger in the Lake Charles office. He transferred to Jennings the next year in customer accounts, remaining there until 1941 when he returned to Lake Charles. He served in the army for four years, coming back to work at Lake Charles in the storeroom. He has been storekeeper since 1946.

### NOTE OF THANKS

John M. Mattingly, supervisor of sales, Beaumont district, wishes to express his gratitude to Gulf States employees for their kindness and assistance during the illness of his wife, Mrs. Eleanore Clara Mattingly, and for floral offering and expressions of sympathy following her death June 13.

### SYMPATHY

On behalf of Gulf Staters, Plain Talks extends deepest sympathy to:

Dan H. Poulson, system engineering, and Andy Poulson, safety representative, Beaumont, whose brother, Arne Knute Poulson, died June 26 at Waco. Funeral services for Mr. Poulson were held at Lott, Texas.

Mrs. Thelma Davis, who is on the switchboard in the Baton Rouge main office, on the sudden death of her sister, Mrs. H. L. Dunaway, who died of a heart condition on March 13 at her New Orleans residence. Mrs. Davis' many friends join in sympathizing with her on this untimely loss. Mrs. Davis has been with the company 23 years.

Marcus Andrews, superintendent of residential sales, on the loss of his brother, Carl, 49, of a heart ailment, on June 19. Mr. Andrews' brother passed away in Tuscaloosa, Alabama. Burial services were held in Timpson, Texas.

Plain Talks extends sympathy to Alfred LeBlanc, Meter Reader in the Baton Rouge Division, whose mother Mrs. Felix LeBlanc, passed away on June 3, 1952.



## Kent, Mayeaux, Lamm Promoted at B. R.

L. B. Kent, formerly a district serviceman in the Port Allen district assigned to Maringouin, has been transferred and promoted to utility foreman in the Baton Rouge transmission and distribution department. L. B., known as "Little Kent," has been with the Company 13 years. His father, David Kent, is a retired Gulf Stater, well known in the Baton Rouge area.

Raymond P. Mayeaux, formerly a sub-station mechanic, first class, has been assigned to Kent's old position as district serviceman in Maringouin. Mayeaux has been with Gulf States five years.

John W. Lamm, Jr., formerly serviceman first class at Denham Springs, has been promoted to the job of assistant service foreman and transferred to Baton Rouge. Lamm has been with the company 14 years, all of which time has been in the t & d department.

In devising man's hinges, God knew that man would have little occasion to pat himself on the back.



FOR A MILLION HOURS of safe working. This is a picture of the special trophy which was made for the Baton Rouge meter and service department employees in honor of their working more than 15 years without a lost-time accident. An item in last month's Safety Section reported the details of this accomplishment. Incidentally, July 18 marked the 16th year since that record began. Keep up the good work!

Real happiness is not costly, but what fearful prices men pay for its imitations.

Success is strictly a matter of luck ask any man who has failed.

## Bob Cruise Champ Blood Donor



Bob Cruise, right-of-way engineer, may not be the champion blood donor of Gulf States, but if anyone has a finer record, we have not heard of it.

His picture appeared on Page 1 of the Beaumont Journal on Friday, June 13, as he contributed blood to one in need. The caption under the picture read, "13th on 13th—Turning a deaf ear to the warnings of those who look upon Friday the 13th with awe, Bob Cruise, Gulf States engineer and Commander of the American Legion Post here, gives his 13th pint of blood at Baptist Hospital on Friday the 13th. The laboratory technician is R. P. Hargraves. The blood went to a fellow Gulf States employee."

In the heat of an argument, the married couple drove by a braying donkey in a field.

"One of your relatives?" asked the husband with sarcasm.

"Yes," replied the wife sweetly. "By marriage."



PORT ARTHUR'S REDDY KILOWATT BOWLING LEAGUE ended their regular season play with a big shrimp supper, at which there were some very high scores made. Aside from the eating, the highlight of the party was the presentation of high scoring awards by Division Manager J. B. Hodge. The pictures above show the various prize winners. Paul Baker, insert, garnered more than his share of

trophies, checks, plaques and emblems by virtue of being a top kegler in the City league as well. At the conclusion of the prize presentation, an election of officers for the 1953 season was held. Paul Baker was elected president, Johnny Sidall was made vice-president for a second time and Leon Romero was re-elected secretary-treasurer. Outgoing president Floyd Smith presided as M. C.





## SCIENCE QUESTION BOX

Here are explanations for some of the phenomena of nature which at some time or other has caused most of us to wonder. The answers have been prepared by scientists of the General Electric Research Laboratory.

**Q: What determines the range of a radio station?**

**A:** This is determined by many factors, an important one being the power (which is measured in watts or kilowatts) delivered to the antenna from the tubes of the transmitter. Antennas vary in efficiency, by which we mean the effectiveness with which it takes the power delivered to it, uses such power to create the radio waves which travel away from it with the speed of light, and which reach the antenna of your home receiver, thus delivering the program. In general, the higher or longer the antenna of the transmitting station, the higher the efficiency though this is true only within certain limits, which are related to the length of the waves being sent out.

**Q: How can I remove the yellow stain from my bathtub?**

**A:** Probably such a stain is due to iron in the water. Iron stains can often be removed by allowing a solution of oxalic acid to stand in the tub for a time, then flushing well with water. Oxalic acid, which can be obtained at a local drug store, is poisonous and should be used with great caution.

**Q: What is the rainiest place on the Earth?**

**A:** A chart showing world records for rainfall over various periods of time, recently issued by the U. S. Weather Bureau, indicates that Opid's Camp, California, holds the record for greatest rainfall in one minute, of .65 inch. That for rainfall in a single day, 45.99 inches, goes to Baguio, in the Philippines. Most of the records for longer periods are held by Cherrapunji, India, which had 1,605.05 inches in two years.

**Q: What is the significance of the suffix "-ide" in chemical names, as bromide, oxide, etc.?**

**A:** This indicates the combination of the one element with another. Thus, sulphur is an element, and so is potassium. The compound made by combining the two is potassium sulfide. In such a name, the -ide ending is used with the non-metallic component.

**Q: Is there any objection to mixing motor oils in my car that are of different makes and weights?**

**A:** It is advisable to use the same make of oil that you had put in the last time the oil was changed. If any trouble involving oil is encountered, you will know what one is responsible. Also, there is a possibility that, under certain conditions of operation, oils of different types may not work properly together. This may be due to differences in the oils themselves, to differences in the refining methods, or in the types of additives used in premium and heavy duty oils to improve their properties. There is probably no objection to mixing oil of the same brand but different viscosity. However, the effect of a lighter oil, for example, would be partly nullified by heavier oil still remaining in the crankcase, so when it is necessary to change from oil of one viscosity to another, it would seem advisable to drain the old oil completely and refill with the desired grade.

**Q: How fast does the head of a golf club need to move in order to drive the ball 200 yards?**

**A:** Approximate data furnished by the research department of one of the large manufacturers of sporting goods indicate that the club head must be moving at a speed of about 135 feet per second to drive the ball 200 yards. With the club head moving at 175 feet per second (two miles per minute) the ball would carry about 250 yards, while a speed of 200 feet per second would drive it some 275 yards.

**Q: How do X rays destroy diseased tissue without affecting healthy parts of the body?**

**A:** There is no preferential action by which X rays destroy tissue that is diseased more quickly than if it is healthy. They do destroy rapidly growing tissue more quickly than tissue that is growing more slowly. This is because the cells are particularly sensitive to radiation when they are dividing, and increasing their numbers. Cancerous tissues are characterized by rapid growth, and that is why X rays can be used to help control them.



FISHING was the main diversion for some Gulf Staters during their 1952 vacations — as the 217 pounds of catfish pictured here might indicate.

On a recent vacation camping trip below Denham Springs, J. L. Clement, Darrell Clement and Raymond C. Harris, shown with their huge catch, caught these monsters ranging from a healthy eight pounds up to a very healthy 46 pounds. The three are servicemen from the Eastern District, Baton Rouge Division.

## ‘Corliss’ Off Air For the Summer

“Meet Corliss Archer”, the Electric Companies’ ABC Radio Show, which has been broadcast on Sunday evenings, went off the air for the summer following the broadcast June 29. The program is scheduled to return after a vacation of thirteen weeks.



# M. J. BABIN DIES



After an illness of three weeks duration, death came June 20 to M. J. "Pop" Babin, Sr., 70-year-old Gulf States cashier at Port Arthur and employee of the company since 1927. Funeral services were held the following day at St. Mary's Catholic Church, with burial in Greenlawn Memorial Park at Port Arthur.

Mr. Babin was born at Sunshine, in Iberville Parish, Louisiana, and attended high school at White Castle. After studying business at Bowling Green, Kentucky, he returned to White Castle and was employed at the Bank of White Castle. He also served as city clerk there.

A son, M. J. Babin, Jr., serves as a city commissioner in Port Arthur.

Following the elder Babin's death, the city of Port Arthur adopted a resolution in his memory. These excerpts from the resolution show the high regard held by the community for Mr. Babin:

"Whereas, Mr. Babin has resided in Port Arthur a quarter of a century and was noted as a Christian gentleman and a devoted husband and father; and

"Whereas, he will be long remembered in our community for his citizenship, loyalty and devotion to his community, his friends and his God."

Mr. Babin is survived by his wife, Mrs. Adele Babin of Port Arthur; four sons, M. J., Jr., Curtis P. Babin, Herman Babin, and Ralph "Red" Babin, all of Port Arthur; two sisters, Miss Maude Babin and Miss Edna Babin, both of White Castle; two brothers, Raleigh Babin of Gretna, Louisiana and Eddie Babin of St. Louis, Missouri, and seven grandchildren.

On behalf of Gulf Staters Plain Talks extends sympathy to the Babin family.

## PRESERVERANCE PAYS

It took Thomas A. Edison months to find the proper filament material for his incandescent lamp. Finally he found that ordinary cotton sewing thread, treated with carbon, would work. That first successful filament burned for 40 hours. Edison had succeeded where others failed.

# Port Arthur T & D Promotes Two

G. L. Hagler was promoted to become meter foreman for the Port Arthur division transmission and distribution department and F. M. Peveto named line foreman in recent job assignments there.

Mr. Hagler, a long time Port Arthuran, was formerly primary specialist tester and relayman for the Port Arthur division. He has been a Gulf Stater since 1922 when he began work for the Eastern Texas Electric Company as assistant cashier and ticket agent in Beaumont. He transferred to the Beaumont t & d department in 1926 and moved to Orange in 1928. He moved to Port Arthur in 1931 and has been there since.

Mr. Peveto has been with the company since 1925. His first job with the company was as helper in the t & d department at Sour Lake. The same year he transferred to Port Arthur where he has since worked.

Mr. Hagler's new assignment is effective July 1 and Mr. Peveto's was effective June 1.

## NO DOUBT!

"Why is it," she asked, "that sometimes you're so hard and masculine, and at other times you're so soft and gentle?"

"I don't know, I guess it's just because half my ancestors were women and half were men."



Raymond, a spotted black and white baby lamb being nursed by his foster-mother, Spot, a pure blooded Guernsey milk cow. Spot became Raymond's foster-mother when his mother disowned him shortly after his birth, probably due to his spotted black coat. Raymond was born on May 6 and was four weeks old when this photograph was taken. Raymond and Spot live on the farm owned by Ed Picou, Senior Meter Reader, Baton Rouge. Photograph by Jerry Hazen, Baton Rouge, La.



# Promotions Made at Navasota

Gandy C. Hall was transferred to Beaumont with a promotion, Jimmy Atkins was promoted and transferred to Navasota from Beaumont and Robert P. "Pat" Griffith and Kiefer Inglehart received promotions in the T & D Department in a series of new assignments announced in Navasota recently. All changes are effective July 1.

Mr. Griffith, who has been engineering supervisor for the Navasota Division since March 1949, has been promoted to general substation foreman for the division. This job is a newly created one for the Navasota division. Pat is a long time Navasota division employee. His service began in 1926 with the job of timekeeper at Conroe, and since that time he has progressed through many jobs in the department, until being named supervisor in 1949. He has been at Navasota since 1930.

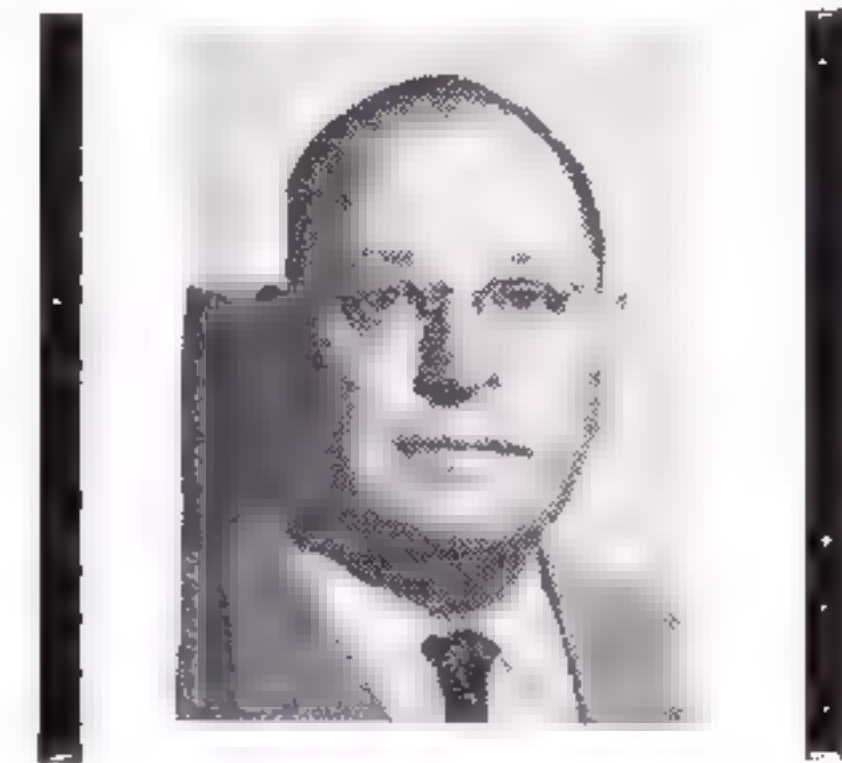
Mr. Atkins succeeds Mr. Griffith as engineering supervisor in the Navasota

division. Jimmy has been employed in Beaumont continuously since joining the company as a helper in the line department in 1938, with the exception of a four-year wartime absence for military service. He has been engineering supervisor in Beaumont since last November.

Mr. Hall, substation foreman at Navasota since 1947, moves to Neches Station at Beaumont, where his new post is electrical maintenance supervisor. Mr. Hall's employment with Gulf States started in 1940 as an electrician at Navasota. He has been located there continuously since.

Mr. Inglehart takes over as substation foreman, succeeding Mr. Hall. Mr. Kiefer has a GSU service record dating back to 1938, when he went to work as messenger-clerk in Beaumont. He later was transferred to Huntsville, where he held the post of customer service representative before entering the army. He has been in Navasota since the end of the war.

## T. E. Green Dies of Heart Attack



Gulf States lost one of its popular and widely-known top operating men this month when a heart attack claimed the life of Thomas Edgar Green, in his home the night of July 15. Mr. Green, who was general line foreman of the Beaumont division, was 53 years of age.

Mr. Green, who had a service record of 33 years, was born at Powell, in Navarro County, Texas, January 30, 1899. He was first employed by the company as a lineman at Beaumont in 1919. Previously, he had worked for Corsicana Gas & Electric Co. between 1914 and 1918, and for Stone & Webster Co. at Beaumont in 1918 and 1919. The year 1927 found Mr. Green at Conroe, holding the position of line foreman; in 1928 he returned to Beaumont as line sub-foreman. He was promoted to line foreman in 1937 and became general line foreman in November, 1939. He remained in the Beaumont division until his death.

Among Mr. Green's interests outside the company were his memberships in the Odd Fellows Lodge, Beaumont Chamber of Commerce and the Baptist Church.

Funeral services were held on the afternoon of July 17 in the chapel of the First Baptist Church in Beaumont, with the Rev. Dr. T. A. Patterson, pastor, officiating. Burial was in Forest Lawn Memorial Park at Beaumont.

Mr. Green leaves his wife, Mrs. Belle Green of Beaumont; a daughter, Mrs. K. R. Maxwell of Beaumont, wife of Gulf Stater Kenneth Maxwell, a son, Richard Thomas Green of Beaumont; three sisters, Mrs. H. R. Lowery of Wichita, Kan., Mrs. W. R. Metzke of Beaumont and Mrs. Opal Paul of Dallas; a brother, W. W. Green of Sweeney, Texas, and his parents, Mrs. Ludie Green and Nick Green, both of Corsicana, Texas.

On behalf of Mr. Green's many friends in the company, Plain Talks extends deepest sympathy to surviving members of his family.



**PLAIN TALKS** enlisted another staff-member this month — he's Hubert Collins, 27-year-old native of Baton Rouge. Mr. Collins will work on your company magazine as writer and photographer.

A graduate of the L. S. U. school of journalism, the new associate editor comes to Gulf States after a three-year stint of newspaper work in Louisiana and Missouri. Although he will live in Beaumont, his duties will take him over most of the company's system in search of pictures and news.

## REINSTATED FROM MILITARY SERVICE

**BATON ROUGE**

John K. Speeg, production

### NOTHING LEFT!

A taxpayer enclosed the charred remains of an income tax refund check in a letter to Internal Revenue Collector George T. McGowan, Buffalo, N. Y. The letter read, in part: "I am sending you the ashes of a \$44 check which got burned up." McGowan promptly quipped: "I occasionally hear from a burned up taxpayer, but this is the first time anyone has sent me the ashes."

### WALTER CHAPMAN TO ARMY

Corporal Walter L. Chapman, 20 years old, enlisted in the U. S. Army on June 8, 1948 for four years service. He served for twenty-six months in Korea. His Dad, George Chapman, Jr. is employed at Louisiana Station.

### Transferred

Charles G. Parker, formerly of the Beaumont t & d department, has been transferred to Liberty. Charles will be employed in the t & d department there.

James A. Richardson, farm representative, has been transferred to Lafayette from Lake Charles. James will take over duties of contacting and working with farmers and other rural residents in the Lafayette district. His move there marks another step in the growth of the Lafayette district which heretofore did not have a farm representative.



## Marriages

Miss Elizabeth Joyce Kojis, formerly of the Baton Rouge accounting department, on June 8 became the bride of Frank Benjamin Clary, Jr., of Opelousas. The wedding took place at St. Anthony's Catholic Church in Bunkie in an impressive double ring ceremony. The Clarys will make their home in Port Arthur, Texas, where the groom is employed at the Gulf Oil Co. Mrs. Clary is now employed at the Gulf States office in Port Arthur.

Bobbie C. Clark, Beaumont billing, was married to Thomas Andrew Mayes March 1 in the home of his parents, 229 East Circuit Drive. Bobbie's husband is employed by Goleman & Rolfe, Architects.

Miss Alida Edith Gurney, daughter of Mr. and Mrs. William B. Gurney, became the bride of Mantz Clinton Sussky, in a candle-light wedding in the St. James Episcopal Church, Baton Rouge, on the night of June 16. The double ring ceremony was performed by Rev. Philip P. Werlein. Mr. Sussky is the son of Mrs. Mayme Sussky and the late Ira Custer Sussky, of Little Rock. Mr. Gurney is efficiency engineer for the company at Louisiana Station.

Nell Feighler, Beaumont Stenographic Department, was married May 14 to Tommy Grohn of Sour Lake. The wedding took place during the evening at the First Baptist Church.

Rosemary King of Plant Accounting, Beaumont, was married to Jack Roland Oliver May 13 in her home on West Caldwod Drive. The Rev. N. A. Brawner, pastor of the North End Methodist Church officiated. Mr. Oliver, former teacher at French High School, was scheduled to enter military service this month.

### HUDNALL GETS WINGS

Aviation Cadet James H. Hudnall, son of Mr. and Mrs. Rhea Hudnall of Liberty, recently received his wings and was commissioned a second lieutenant in the Air Force Reserve having completed training in advanced single engine jet pilot training at Webb Air Force Base, Texas. Lieutenant Hudnall is a graduate of the University of Texas, and entered the Air Force in January of 1952.



### Eh. La Bas! Lafayette Again

Mr. Andre Dubus, Lafayette District superintendent, proudly shows the K. W. H. Trophy his district has won four months in a row to a Dealer-Salesmen meeting in the Lafayette District Office. The occasion was to get the low-down on the 4-in-1 campaign.

### Jennings Told Service Is Tops

If Superintendent Brad McMaster and his associates in the Jennings District are wearing Boy-Scout-who-has-done-his-daily-good-deed expression these days, perhaps a couple of letters received recently from customers are responsible.

One from a sergeant in the Air Corps enclosed a check for final payment for service and concludes, "I am sorry I haven't sent the payment sooner. I was away from this base (Lake Charles Air Force Base). Your service was the best I have ever had."

The other was from a family in Roanoke which, after expressing appreciation for some special service, concluded, "Your courtesy has often been commented upon by members of our community when urgent calls for help have been made to you. Please thank all for us."



### Brief & to the POINT

Just recently, T. Odis McKnight, safety representative for the Louisiana Division, finished giving a safety lecture, strode over to the company store-room on Government Street, sat down in Sam Sharp's office and immediately leaped about two feet in the air, after giving vent to a blood-curdling yelp of pain. He reached around to a back pocket and gingerly extracted a sewing needle from a dangerous position.

Fellow workers are "needling" Odis about his failure to get a safety certificate from his wife before donning the repaired trousers.



# "Sawed-off Set" Radio Fans Go For- "UNCLE WILLIE" and REDDY



"UNCLE WILLIE"

"Dear Uncle Willy: Reddy Kilowatt given us light and he helps my Mommy cook and the Maid iron and gives us electricity."

That brief and highly original letter, written by a very young lady in Port Arthur, is one of the thousands written by children all over Southeast Texas and Southwest Louisiana to radio sta-

tion KFDM, Beaumont, during the past five years to their friend "Uncle Willie."

"Uncle Willie" is William L. "Bill" Hammond, formerly of the Gulf States advertising department but now a staff-member of Radio Station KFDM, Beaumont broadcasting medium which reaches a healthy chunk of Gulf States' customers in the two-state area. His radio program for children is heard Monday through Friday at 5:15 p. m., and Gulf States is one of its sponsors. "Uncle Willie," through the medium of contests, elicits stacks of letters, essays and drawings from the "sawed-off set," as he describes his audience.

Mr. Hammond's approach encourages the youngsters to be aware of the many ways in which they and their families are helped by electric power, personified by Reddy Kilowatt. Reddy seems to have captured their imaginations, just as have many other characters in fairy tales, movie cartoons and radio serials, and some kids are able to catalogue as many as a dozen services he performs at a single farm or home. Most will grow up well-acquainted with Reddy.

Many of the program's listeners belong to "Uncle Willie's Club," which Mr. Hammond says lists a card-carrying membership of nearly 25,000 kids ranging in age from three to 14 years.

**LISTEN TO "UNCLE WILLIE"**  
a Gulf States Sponsored Program  
KFDM, 560 on your dial  
5:15 P.M.—Monday through Friday

"Golly, did you ever hear anything like that?" exclaimed the professor's young daughter, as the record-player ground out the final notes of a jazz recording.

"Only once," sighed the patient professor. "And that, my dear, was when a freight car filled with live ducks crashed into a truck loaded with empty tin cans."

Eddie was almost finished with his nightly prayers. "Bless my mama, bless my papa, bless Aunt Kate, and please make St. Louis the Capitol of Missouri, Amen."

"Why, darling!" exclaimed his mother, deeply shocked. "Why on earth did you say such a thing?"

"Because," answered Eddie, snuggling under his blanket. "That's what I put on my examination paper."



L. B. Brown of the Production Department, Neches Station, has a new baby boy, born June 7. He's Kirk Steven, and he weighed in at 7 lbs., 1 oz.

S. P. Fruge, Beaumont production employee, is the father of a son, also—S. P. Fruge, Jr., born June 24. Weight: 7 lbs., 7 oz.

To Mr. and Mrs. V. H. Bradley, Jr., Neches Station, a daughter, Katherine, was born April 9. The infant weighed 6 lbs., 6 oz.

Joseph E. Zammit, Mechanic's Helper, at Baton Rouge, is a proud papa. A boy, Joseph E. Zammit, Jr., born May 23.

A husky baby boy was born to the Charles N. Slaughters at Baton Rouge General Hospital on June 24. The proud parents have named the eight pound 14 ounce bruiser Charles N. Jr. Mr. Slaughter is a second class serviceman in the Port Allen district.

George Covington, of Baton Rouge,, who is the proud father of a 7 pound 4 ounce baby boy, Donald George, born on June 22. George is in sales.

Mr. and Mrs. Fred Dale Eubanks, Jr., announce the birth of their first child, a son, Thomas Dale, on May 25th. Mrs. Eubanks is the former Betty Joyce Caillouet of Baton Rouge. Mr. Eubanks is an employee in the Baton Rouge transmission and distribution department.

**"The Government never really goes into business, for it never makes ends meet. And that is the first requisite of business. It just mixes a little business with a lot of politics and no one ever gets a chance to find out what is actually going on."**

**THOMAS EDISON**



**to  
Advertise!**

Proof that Gulf States advertising commands attention — often in unexpected quarters — was furnished this issue of Plain Talks by employees at Orange.

The sketches reproduced above sprang from the imagination of 10-year-old Carole Schultz, daughter of Ollie Schultz, serviceman at Orange. The youthful artist conceived the lively impressions after seeing advertisements which the company published and some of which were reproduced in Plain Talks.

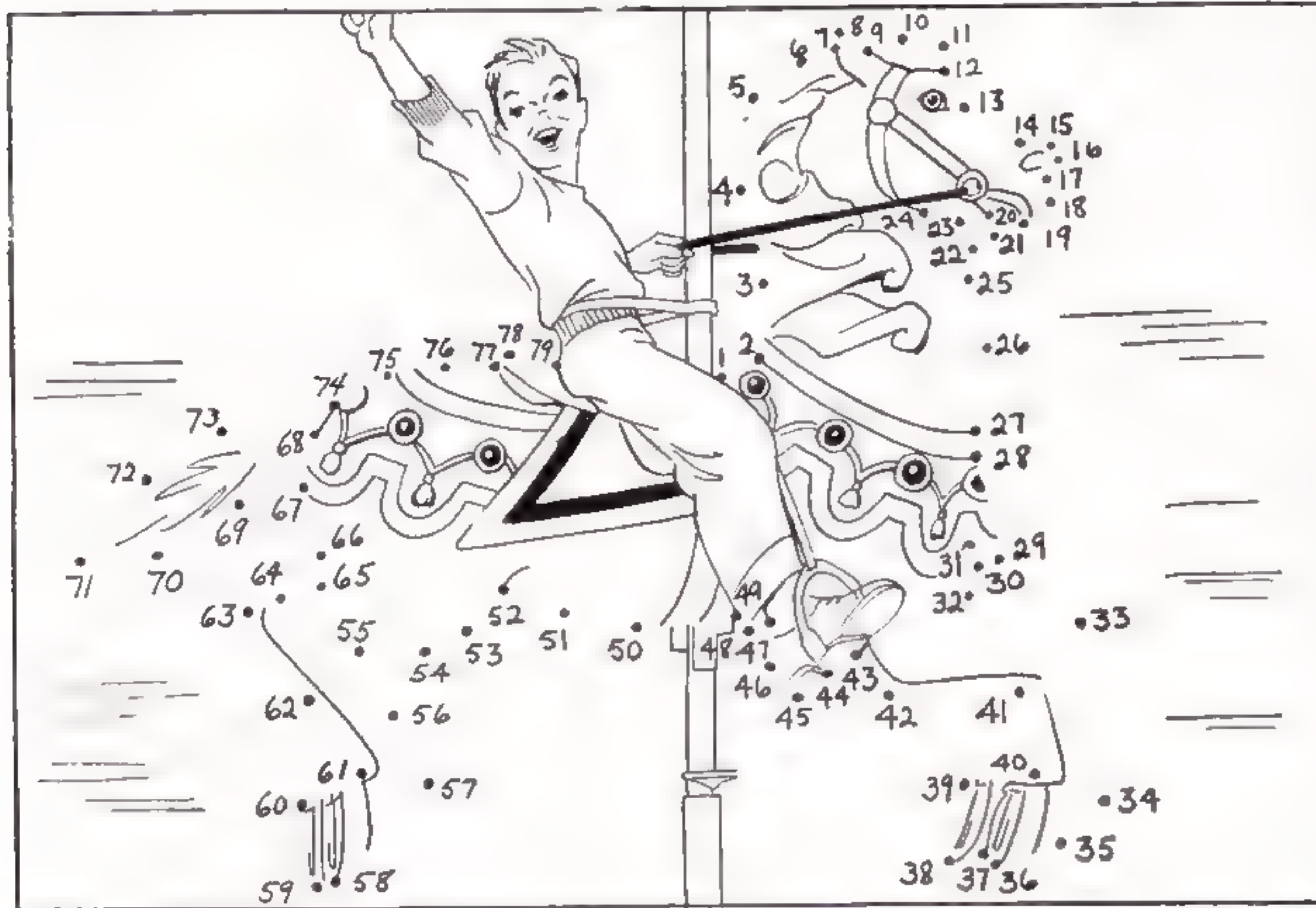


# FUN FOR BOYS AND GIRLS!

★ A TREASURE CHEST OF THINGS TO MAKE AND DO ★

Copyright, Vanguard Features Syndicate

## FINISH THIS PICTURE BY CONNECTING THE DOTS



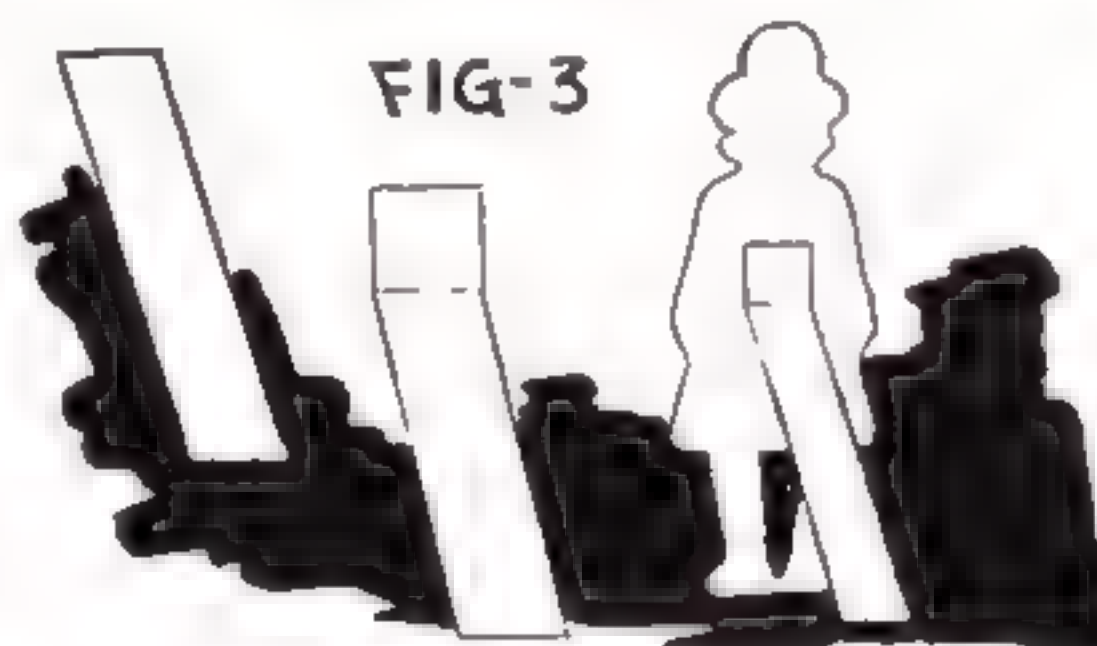
This puzzle is to be solved by drawing a pencil line connecting all 79 dots. Hunt for Dot No. 1 and start the pencil line there. Go to Dot No. 2, then No. 3, No. 4 and so on until you reach No. 79.

## PAPER-DOLL STORE WINDOW

By CAPPY DICK, Author of "The Pastime Book"

Any girl who collects paper dolls will enjoy building a miniature department-store window to display them in, just as the life-like manikins are exhibited in the windows of real stores.

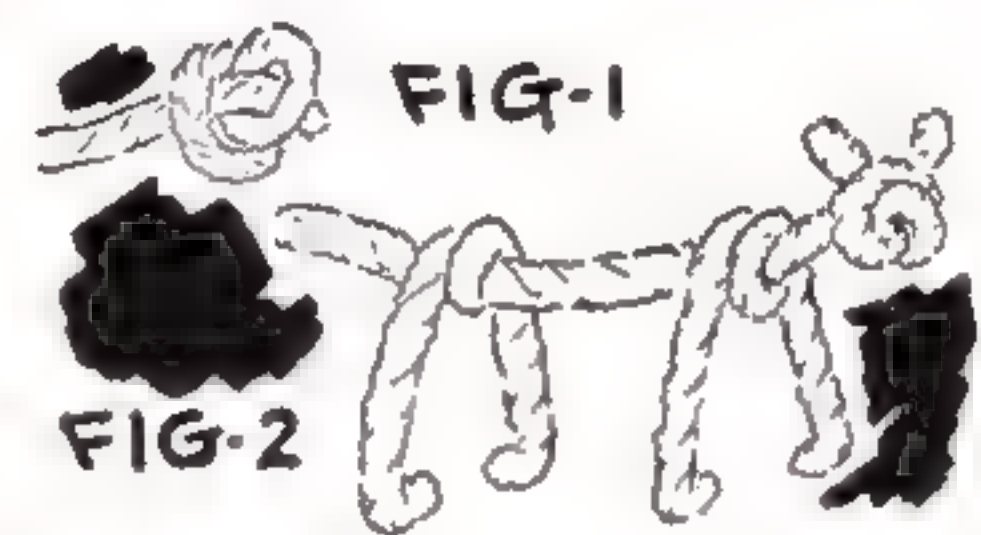
The style display can be changed from day to day simply by putting different costumes on the dolls. By making several windows, a whole street of



border an inch wide, to the inside of which a sheet of cellophane will be glued as in Figure 2 for the window. A piece of cellophane of sufficient size may be obtained from a package delivered to your home.

The lid of the box becomes the background of the display window. Inside the lid draw an attractive scene (Figure 4) with your crayons. If the dolls to be displayed are wearing party dresses, the

## FIDO HE'S A FUNNY TRICK DOG

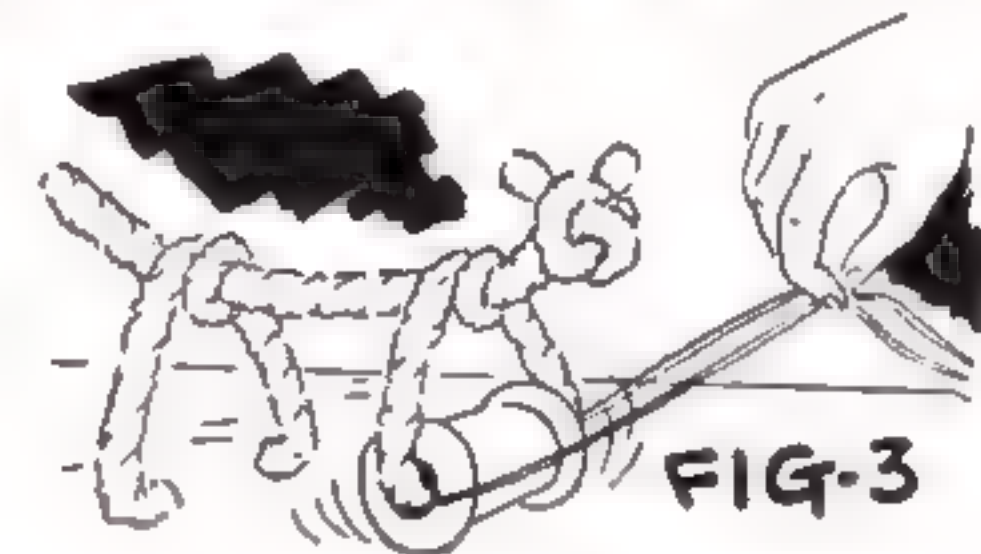


Fido is a funny little dog made of pipe cleaners. And what tricks he will perform for you!

You need two pipe cleaners and an empty thread spool. Tie the end of one cleaner into a double knot (Figure 1) for Fido's head. Cut an inch off the other end and slip it through the knot for Fido's ears.

Twist a piece of cleaner around the first one to make the front legs (Figure 2). Turn the feet in. Twist another piece on for the back legs. Turn these feet in, also.

Run a string through the thread spool. Fit Fido's front feet into the hole. Pull him

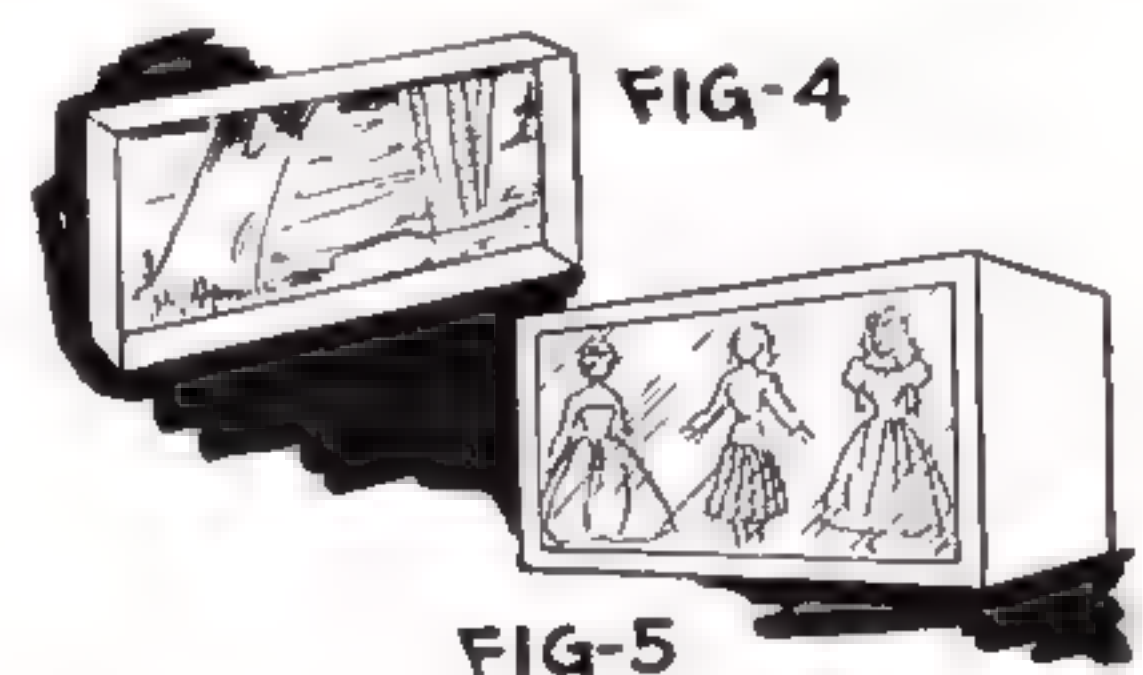


along a table top and watch him hop on his hind legs. Once in a while he will dive forward on his nose.

Put all four of Fido's feet into the spool and he will do acrobatic balancing tricks as the spool moves forward. He will perform at his best on a table from which the cloth has been removed.

scene should be the interior of a room. If they are wearing sports clothes, the background should be an outdoor scene. Put the lid on the box after the dolls have been arranged inside. Be careful or the dolls may topple.

The dolls will stand up if easel-type braces are attached to their backs as in Figure 3. The brace is a strip of thin cardboard. Bend it one inch from the end and glue the flap to the back of the doll.



fashionable doll stores can be constructed.

A shoe box placed on its side will be large enough for small paper dolls. For bigger dolls, a larger box will be necessary. Most of the bottom of the box must be cut out as in Figure 1. Leave a

## MOTHERS & FATHERS! START A 'FUN' SCRAPBOOK!

Save each issue of this boys' and girls' department! The ideas for things to make and do and games to play come in handy for

rainy days and also for special occasions such as birthday parties. Why not start a handy scrapbook of these good ideas for fun?



# REDDY WELCOMES

New employees in the Gulf States family. A smile and a handshake will help them feel at home. Look them up.

## BATON ROUGE

Phil B. Barrilleaux, Production  
Viola G. Braud, Customer Accounting  
Katherine V. Edwards, Customer Acct.  
Henry R. Green, Storeroom  
David R. Gunter, Production  
C. L. Harrington, Customer Accounting  
H. L. Harrison, Production  
Jessie Mae Taylor, General Office  
Sally A. White, Customer Accounting  
Harvey J. Woods, Production

## BEAUMONT

Barbara R. Hogan, Stenographic  
Peggy J. Lane, System Engineering  
Mildren D. Mejis, Accounting  
Rena B. Mills, Customer Accounting  
Natalie B. Turnage, Customer Acct.  
Willie J. Wilson, Accounting  
Dowell D. Youngblood, Corporation

## LAKE CHARLES

Oscar Crenshaw, T & D  
Myrtis T. David, Customer Accounting  
R. C. McLean, T & D  
Willard B. Parks, T & D  
Jessie R. Vizinat, Production

## OTHERS

Allen A. Garret, T & D, Conroe  
Leonard Gilmore, Water, Orange  
Mary C. Guillot, Customer Accounting,  
Orange

## HEY KIDS!

LISTEN TO "UNCLE WILLIE"  
a Gulf States Sponsored Program  
KFDM, 560 on your dial  
5:15 P. M. — Monday through Friday

## Friends, Neighbors Lend Hands In Building Cunningham Home



Morris and Ned Cunningham, shown above standing in front of their new "dream" house, believe firmly that there is no better axiom than "Love

thy neighbor," lest it be "Do unto others as you would have them do unto you."

Morris, appliance repair foreman in the Baton Rouge division, says that a great deal of the credit for this new home goes to the kindness of his neighbors, the hard work of his friends and the unselfishness of his relatives.

The Cunningham home, on Croydon Avenue in Goodwood, Baton Rouge, was constructed almost entirely by Morris, Ned, Morris' brothers and his friends in the company. Before he began working on the house after working hours, Morris asked his neighbors if the hammering and sawing noises would disturb them. They responded by wishing him every success and bringing coffee over to the erstwhile carpenters and plumbers late at night.

Although a little work still remains to be completed in the kitchen, the Cunninghams have themselves a fine home right now, complete with paneled den, two bedrooms, a huge living room and a spacious yard.

Asked if he has any advice for future home-builders, Morris smiles and replies, "Sure. Make good friends, have a good family and live in a wonderful neighborhood, like me."

## EFFICIENCY!

That this modern age of youngsters have developed a short cut technique from quiz tests is evident in many of the things they do. For example, here's a puppy-love note written in school and confiscated by the teacher:

Dear Herbie:

Do you love me? (Yes) (No)  
Check one!

## VACATIONERS . .



PICTURES of your vacation are of interest to your fellow employees . . . to say nothing of being mementos of happy times. Take along your camera when you go vacationing — and send Plain Talks your best prints when you return so that Gulf Staters everywhere may also enjoy your vacation days.

## Big Boy!

BATON ROUGE GAS department is proud of this installation for metering gas sold to the Barber Brothers Asphalt Plant. These members of L. E. Wallace's crew have just completed the work of setting the meters, two American Brothers, No. 500B-2, largest positive displacement types made. The men: Raymond Jones, James Brooks and Leroy Tunious.





## Top Changes Made in Beaumont T & D

J. D. "Pop" Jordan, Jack Kirkland and Albert W. Baird were involved in new supervisory assignments made in the Beaumont transmission and distribution department since the last issue.

Mr. Kirkland has been promoted to assistant general line foreman in the Beaumont division, where he has worked since November as senior engineer. Mr. Kirkland joined the company in 1939 as an instrument man in the electrical department at Baton Rouge, and his record includes duties at Lafayette, Lake Charles and Navasota. During the war he served as an officer in the navy.

Mr. Jordan, formerly Beaumont division superintendent of distribution, has assumed duties of operating supervisor of the Beaumont division. Meter, service, building and grounds departments will report to Mr. Jordan, in addition to the engineering section, and he will coordinate engineering work in Gulf, Liberty, Silsbee and Orange districts. His GSU service began with a job as student engineer at Port Arthur in 1927, and he transferred to Beaumont in 1936 as an engineer in the distribution and planning department.

Mr. Baird, former Port Arthur engineer, was promoted to engineering supervisor in Beaumont, reporting to the operating supervisor. He has been with the company since 1936, having begun work at Beaumont in the mapping and planning department. His duties have taken him to assignments at Orange, Port Arthur and Navasota previous to his current position.

The above assignments are all effective June 1.

## Miss Sarah Goff of Baton Rouge Married

Miss Sarah "Dodie" Goff, daughter of W. M. Goff, commercial sales representative, Baton Rouge Division, became the bride of Mr. Walter R. Edmonds, Jr. on June 6 at an evening ceremony. Setting for the 7 o'clock double-ring rites was the First Presbyterian Church, with an all-white decor noted in the decorations in the gowns of the bride and her attendants.

Following a wedding trip, the couple will live in San Diego, California where Mr. Edmonds is stationed with the Navy.

Dr. John W. Melton performed the ceremony.

## CONTAGIOUS

A man applying for a job wrote on his application that he left his last job because of illness.

"What—exactly—do you mean by illness?" demanded the employment manager.

After hemming and hawing, the applicant confessed, "I got sick of the boss and the boss got sick of me."

## Called to the Colors

### BEAUMONT

W. G. McCurtain, accounting

### PORT ARTHUR

L. J. Bodemann, t & d

### BATON ROUGE

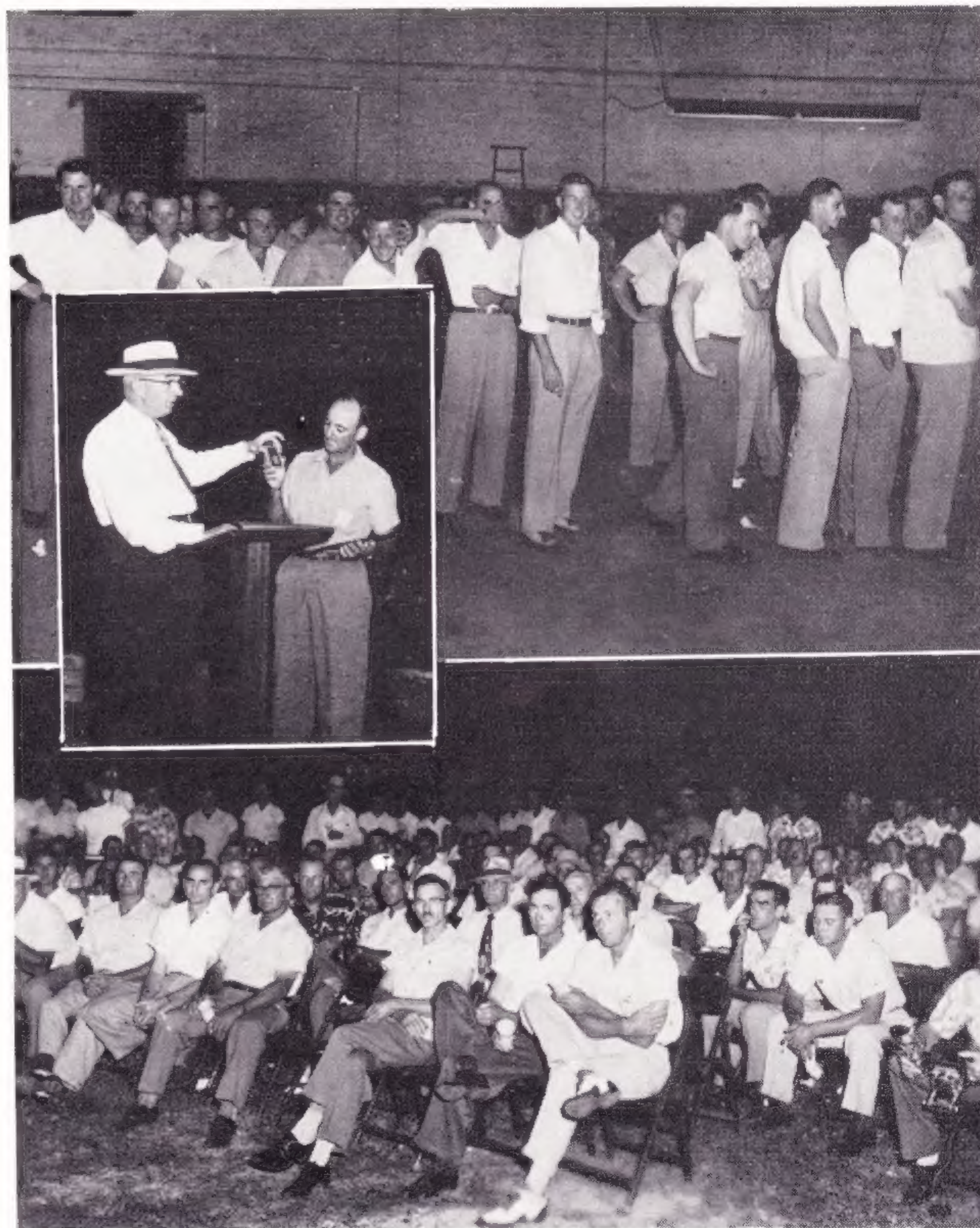
Jackie F. Gaines, storeroom

Experience is a great teacher all right, but she charges too much for her night courses.

## R. J. Orricks Have Big Day in June

June 6 was a red-letter day for Mr. and Mrs. R. Jack Orrick. They had two very important reasons for celebrating. Their son, R. J. Orrick, Jr., was graduated as a Doctor of Medicine from the University of Texas. The day was also the 29th wedding anniversary for Mr. and Mrs. Orrick. Dr. Orrick, a native Beaumont, served in the army for 3 years in World War II. He will serve his internship at University Hospital in Oklahoma City.

Food prices are so high these days that even vegetarians rate a beef.



SEVERAL HUNDRED Gulf States employees attended the Lake Charles T and D safety party during May. Visitors from Jennings, Lafayette, Sulphur and even Beaumont were among those on hand. Barbecue was served in the garage (chow line is shown in top photo) and afterwards, on the water department lawn, the crowd heard informative discussions on the subject of safety. Included in the proceedings was a review of the events resulting in presentation of the Edison Electric Institute medal to Lake Charles Substation Foreman Leonard M. Ernst (right, insert) by Vice-President George R. Fulton (left). Mr. Ernst is credited with saving the life of a gravely injured fellow-employee last year through methods taught in Gulf States safety classes



# A PEEK AT THE T2A9



## 30 YEARS AGO

In the last issue of "Just Plain Talks" the Accounting Department issued a challenge to the Railway Department for a baseball game. This challenge did not even cause a ripple and the Accounting Department is of the opinion that the reason their challenge was ignored is because Rip Swift of the Port Arthur Office was to pitch for them. Perhaps there are nine men in the organization that have courage enough to take on the pen pushers for a game. If so, let them come forward.

## 25 YEARS AGO

W. R. Ricks is now acting as Relief Cashier in the Beaumont Office. Mr. Ricks graduated from high school at Fort Worth, and has been with the company since June 16. We welcome him and hope that his stay here will be long and pleasant.

L. M. Welch was transferred from Beaumont to Port Arthur on June 17. Mr. Welch acted as Distribution Engineer for the W.P.S. Co. and the G.S.U. Co. in Orange, while in Beaumont. He is now serving in the capacity of Assistant to Superintendent of Distribution, Port Arthur.

F. W. Merrill has been transferred from Port Arthur to Beaumont. Mr. Merrill was acting as Assistant Superintendent of Distribution in Port Arthur and is now located with the Engineering Department in Beaumont.

F. A. Wilson, a Junior at Texas U. is working at the power station during his summer vacation.

Mr. Victor P. Gayle, who has been our bookkeeper for the past four years, graduated at A. & M. College and left for San Antonio for six weeks U. S. Army training after which he will be back with us for a few months.

## 20 YEARS AGO

Ed Green and line crew have just completed a half mile extension at High Island. Now the cottages right down by the beach have electric service.

The final meeting of the Personal Improvement Class, Port Arthur Division, was held May 31st, and proved to be the best meeting of the season, with over 100 members and visitors present, and everyone in the spirit of the meeting.

W. W. Phillips, Chairman, introduced the first "speaker" of the evening, Sidney Hebert, who gave a skit in "Louisiana English."

Mary Lilyerstrom was unanimously re-elected President of the Texas Federation of Business and Professional Women's Clubs at their state meet in Dallas, June 9-11.

## 15 YEARS AGO

Harold E. (Mort) Mortimer tripped down the aisle to the tune of Wedding Bells with Miss Merle Holloway on the Juneteenth.

Ernest Little took a post graduate course on his recent trip to New Orleans as guest of General Electric, offered to the high man for April refrigerator sales. He reports a wonderful trip.

Vic Faver is working temporarily in the Lake Charles office. Herbert Welsh is working there also for a few days.

Albert W. Baird of the Distribution Department Office and Miss Merle West, Mesilla Park, New Mexico, were married July 13 in Las Cruces, New Mexico. Congratulations to you both.

J. C. Siddall is a new addition to the Port Arthur Distribution Department and is welcomed by the division. 22nd, as a serviceman's helper.

Mr. and Mrs. Julian Perry announce the arrival of Master James Oliver Perry, on July 6th.

## 10 YEARS AGO

Mr. Fulton, formerly superintendent of production in Texas, replaced Mr. True as head of the Lake Charles Division, and was elected a director of the company on June 8.

C. V. Merriam, superintendent of the Navasota Division, (and his family) moved back to Navasota on June 1, having been in Beaumont since December 1940, serving as assistant to the president in addition to handling his regular duties.

A daughter, Donna Sue, was born to the A. J. Reeds, Beaumont production, on May 30.

## 5 YEARS AGO

### G.S.U. BECOMES INDEPENDENT COMPANY

Another history-making cycle in local Texas and Louisiana utility operation will have been made . . . when our parent company, Engineers Public Service Company, retires from the local scene after long years of efficient service . . . Under the plan of divestment of control . . . shares of the common stock owned by Engineers will be owned by the general public.

### NEW LOAD RECORD SET

On June 3 at 9:00 p.m. our company established a new all-time system peak of 228,200 kilowatts. This peak exceeds the previous all-time peak established August 14, 1945 by 4,800 kilowatts.

Employees of Neches Station held their annual safety meeting on May 30, celebrating especially a safety record of 21 years without a major accident.

## Savings Pay Off in Credit Union

Do you know that Gulf States Employees have a Credit Union and they will deduct as small or large amount as you specify from your check each month and deposit it in a savings plan for you?

Do you know that you can borrow money at reasonable interest rates and pay it back on the payroll deduction plan over a period of months?

Do you know that a dividend is declared on the earnings of this Union at the end of each year and your savings can earn money?

If you are not aware of the advantages to be gained from participation in such a plan, why not check with your supervisor who can give you all the facts and figures!!

Become a stockholder in your own bank!!!

Educational Committee  
Gulf States Utilities Employees  
Federal Credit Union

## HIT DON'T MAKE NO DIFFERENCE

Grammatically speaking, farmer Brown may not know whether his hens are "sitting" or "setting." But just let one of them cackle, and he can very soon tell you whether she's "laying" or "lying."



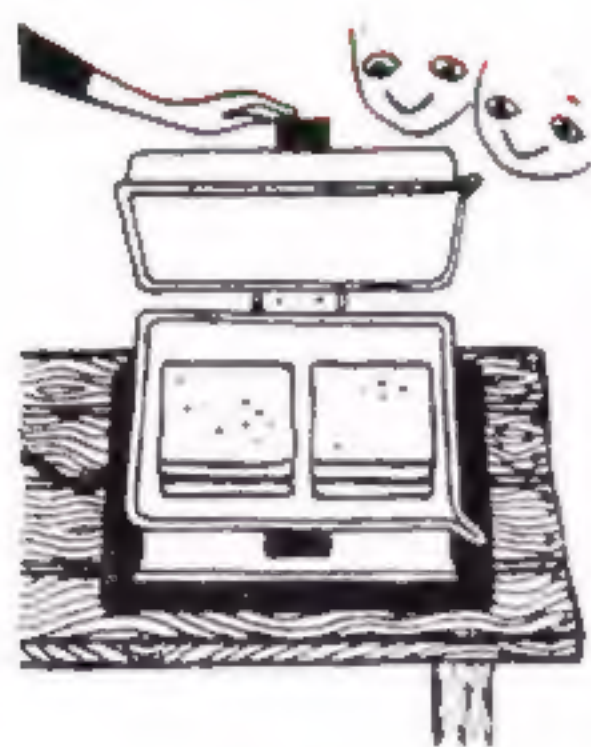
Plain Talks is indebted to E. E. Figari, office engineer executive, Beaumont, for this "Way Back When" group picture taken at Lakeside Station, Port Arthur, in 1928, when "Fig" was fresh out of A & M College and a rookie employee.

The gentleman on the left is R. K. Wilkerson, then Chief Engineer of Lakeside, now Chief Engineer of Louisiana station. Third from left is L. C. Pace, now electrical foreman at Neches station. The gentleman in overalls is A. Boutte, now maintenance foreman at Lakeside. The sweatered gentleman is L. LaCour, now a Lakeside repairman. Smiling over Mr. LaCour's shoulder is Mr. Figari. The cigar smoker is no longer with us.





# How to take the Work out of Housework



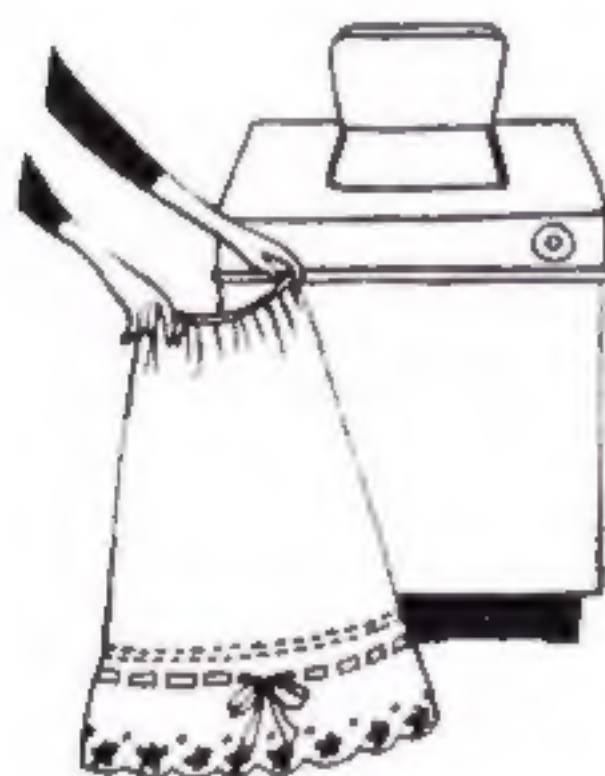
**SUMMERTIME IS THE TIME** to eat on porch or terrace. Bring your electric grill out of hiding. Use for made-on-the-spot grilled sandwiches or scrambled eggs. Fun for the whole family!

*(Takes only one or two cents' worth of electricity to make a meal on grill or waffle iron!)*

**YOU CAN HAVE A CENTERPIECE** and eat it too! Arrange summer fruit on a tray. Chill in your electric refrigerator for two hours till frosty cold. It's a centerpiece for dinner—then a dessert!



*(Your refrigerator protects your food for a week for less than the cost of a pack of cigarettes!)*



**BANISH TATTLETALE PINK!** White nylon things stay whiter if washed in your electric washing machine instead of by hand. Use warm water, a mild soap or detergent and wash only two minutes. Bluing helps overcome a yellow or pink cast.

*(Two cents buys the washer's electricity to do an average family wash for a whole week!)*

**THE HEAD OF THE FAMILY** often has a bedraggled hat. A brisk brushing and a cloud of steam from your electric steam iron will rejuvenate the most bedraggled lid! Rain spots vanish like magic.



*(By the way, you can iron for hours for only a few pennies' worth of electricity!)*

**MORE SHINE FOR LESS WORK** if you use the spray attachment of your vacuum cleaner to apply liquid wax on linoleum or asphalt tile. Remember though—don't use an oil-base wax on asphalt tile.



*(Your vacuum is a housecleaning bargain. You can vacuum six large rugs for just one cent!)*



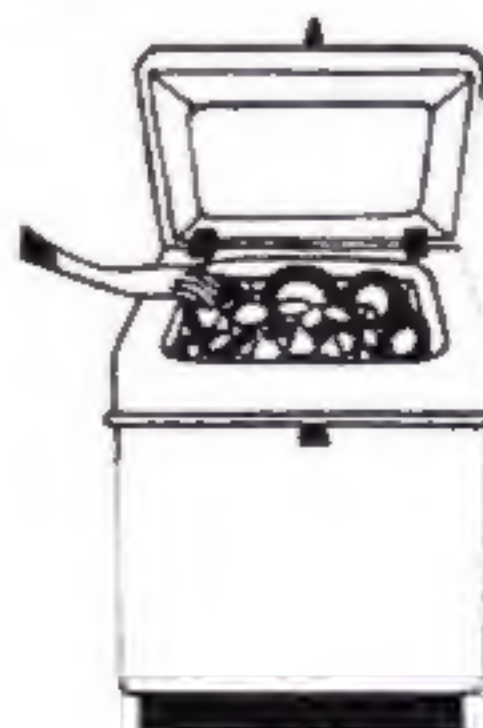
**FRESH-FROM-THE-GARDEN VEGETABLES** are delicious and economical at this time of year. Lucky you—if you can pack them away in your home freezer to enjoy their goodness all winter long!

*(A home freezer is a good buy! Saves time, trouble, transportation and money! The cost to operate? About the same as your refrigerator!)*

**THERE'S MORE THAN ONE WAY** to dry clothes. For best results with your electric dryer, sort clothes. Dry clothes that don't have to be ironed in one load. Sort others into heavy and light pieces.



*(No more heavy baskets to carry if you have an electric dryer. And it works for pennies a week!)*



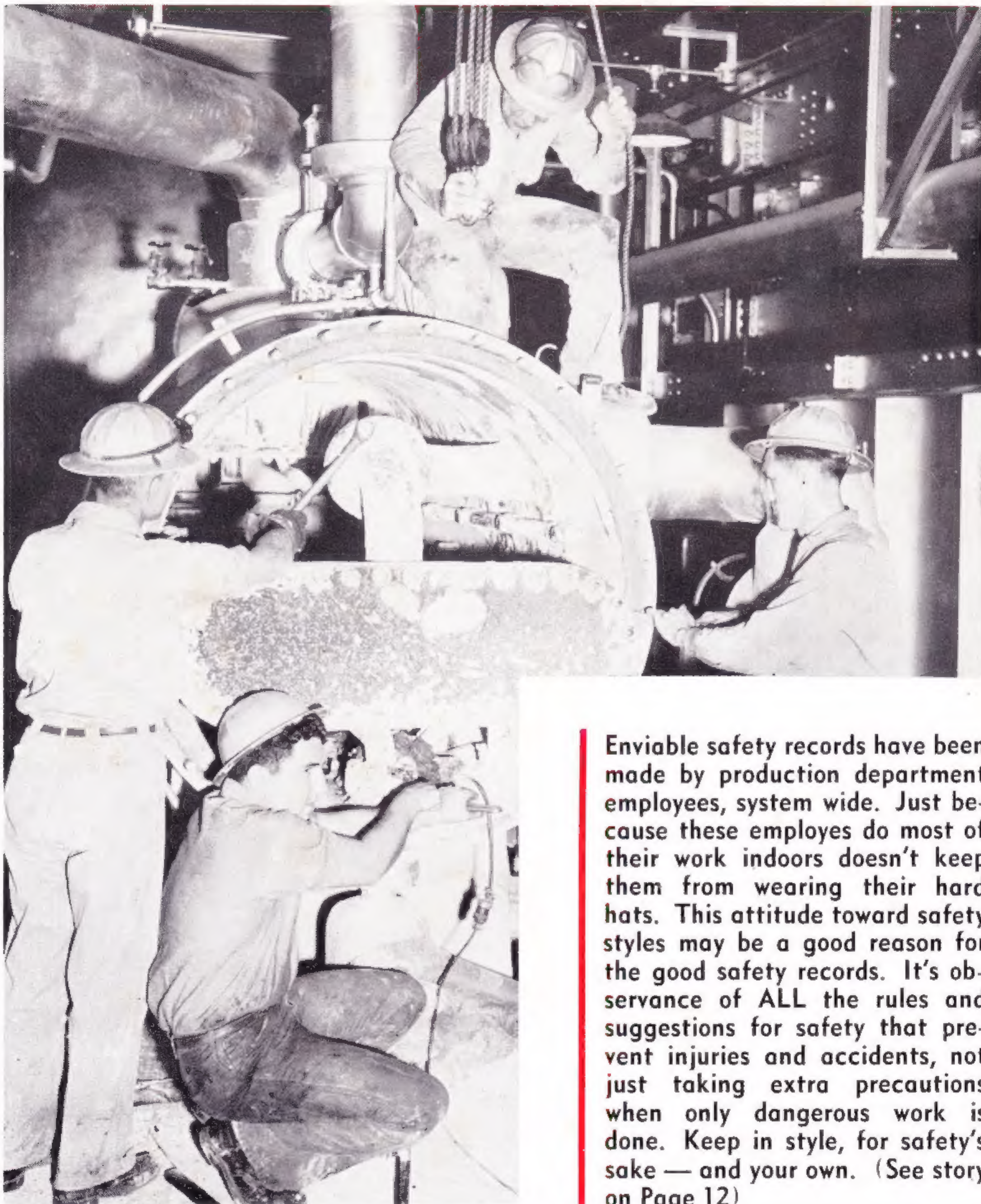
**DREAD DISHWASHING?** It's a once-a-day snap if you have an electric dishwasher. You can avoid trouble and save money by using the special dishwashing detergents in your machine.

*(An electric dishwasher will do six loads of dishes for a penny's worth of electricity!)*



**HARD HATS . .**

# **Styled for Safety**



Enviably safety records have been made by production department employees, system wide. Just because these employees do most of their work indoors doesn't keep them from wearing their hard hats. This attitude toward safety styles may be a good reason for the good safety records. It's observance of ALL the rules and suggestions for safety that prevent injuries and accidents, not just taking extra precautions when only dangerous work is done. Keep in style, for safety's sake — and your own. (See story on Page 12)

**A Hat Protects Your Head Only When You Wear It**